

Editor & Publisher

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How Chicago Daily News correspondents cover the Middle East



Minutes after hostilities began our roving correspondents were revealing the facts behind the self-serving communiques that issued from both sides.

Jay Bushinsky—Our man in Tel Aviv began immediately to file reports from the war front and the home front.

Raymond R. Coffey—No stranger to the Middle East, he traversed the major Arab capitals to report moves and counter-moves.

Georgie Anne Geyer—Newly returned to the United States after a six-month tour of the Middle East, she provided first-hand insights into the politics of oil, people and peace.

Larry Green—Shifted from Vietnam to the war zone, he assessed the differences in motivation and tactics between the Mideast conflict and the Indochina war.

David Hall—He toured the Mideast as part of our foreign staff. The knowledge he gained there gave perspective and authority to his editorials on the war and peace.

Charles Mitchelmore—Shifted from behind-the-scenes coverage of Jewish immigrants in Vienna, he moved to a listening-post in the Mideast.

Charles Bierbauer—He traveled from West Germany to neutral ground in Beirut where he monitored Arab-Israeli actions.

Together with Betty Flynn at the UN, Milt Freudenheim in Paris and John Given in Tokyo, our team of correspondents gave readers a balanced picture of the Mideast crisis as the events unfolded. This is standard operating procedure for the Chicago Daily News/Sun-Times News Service and another reason why editors continue to count on us.

Chicago Daily News

Marshall Field, Publisher

the new PULSE REPORT proves our point...

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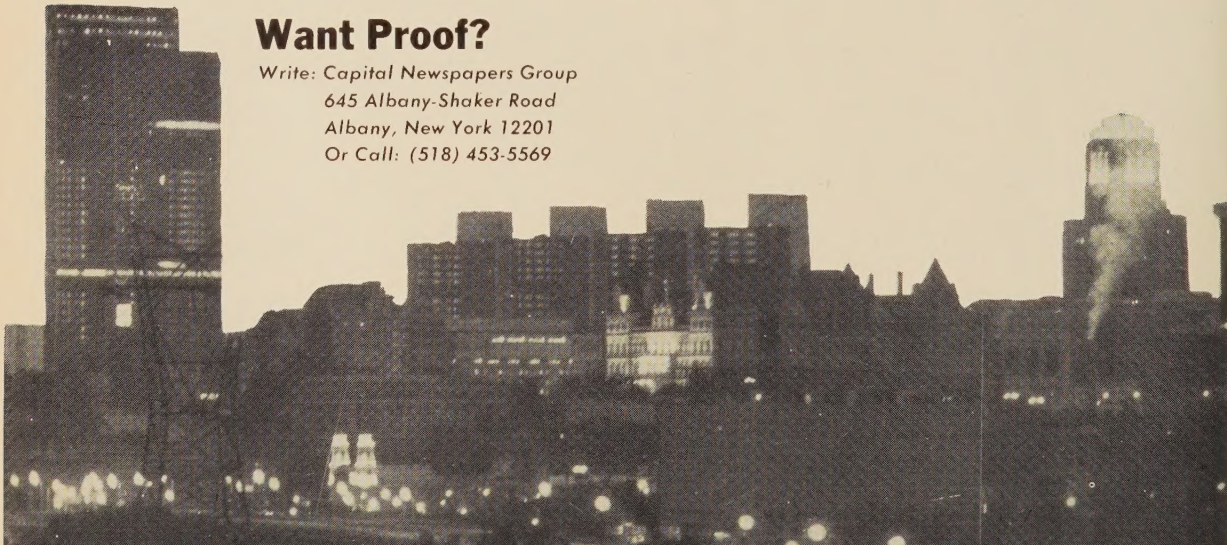
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The Rochester Newspapers are proud of (left to right above) Steve Groer, Jay Reiter, John Metzger, Burr Lewis, and G. Paul Burnett for the great job they do for us and their prize-winning pictures. We're pleased that the AP recognized them and their works.

Good Newspapers encourage great talent. We are. We do.

Gannett Rochester Newspapers

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Democrat & Chronicle (mornings and Sunday) **The Times-Union** (evenings)

Lefty Kreh doesn't like the odds.



Says Lefty, "90% of the fish are caught by 10% of the fishermen."

Equalizing the odds is Lefty's goal as St. Petersburg Times outdoors writer. You see, on Florida's Suncoast, fishing is a year-round sport. When people get tired of Watergates and wars, inflation and the rise and fall of the stock market, they go fishing. When they go fishing, they want the advice of a pro — Lefty Kreh.

Fishing started out as serious business for Lefty in post-depression Frederick, Md. Trapping and "bush-bobbing" paid better than farm work. Bush-bobbing? Tie a bunch of lines to tree and bush limbs along the river and bait them. "In the morning, when I checked the lines, it looked like those trees were just jumping up and down," says Lefty. Then it was off to market with all those catfish.

Since his bush-bobbing youth, Lefty Kreh has earned 12 world records on salt water fly tackle. He managed the Metropolitan Miami Fishing Tournament, the world's largest fish tournament, for eight years. He's fished in nearly every state including Alaska. He's fished for tarpon in Central America, has wet a line in many Canadian rivers and recently fished the waters of Iceland.

When Times readers call a time out to go fishing, we've got a real pro to help them equalize those odds. Our readers deserve only the best. That's Lefty Kreh.



P.O. Box 1121, St. Petersburg, Fla. 33731

NOVEMBER

- 8-9—New Jersey Press Association, 118th Annual Convention, Molly Pitcher Inn, Red Bank, New Jersey.
- 4-16—API Circulation Managers Seminar, Columbia University.
- 11-14—Southern Newspaper Publishers Association Convention, Boca Raton Hotel and Club, Boca Raton, Fla.
- 14-17—Sigma Delta Chi National Convention, Statler-Hilton, Buffalo, N.Y.
- 15—Associated Press Managing Editors New Technology Day, Contemporary Resort Hotel, Walt Disney World, Orlando, Fla.
- 16-20—Associated Press Managing Editors Annual meeting, Contemporary Resort Hotel, Walt Disney World, Orlando, Fla.
- 16-18—Picture Editing and Graphics for Visual Impact Seminar, New Jersey Press Association, Rutgers University Continuing Education Center, New Brunswick.
- 25-December 7—API City Editors Seminar (for newspapers over 75,000 circulation), Columbia University.

DECEMBER

- 4—Association of National Advertisers Media Workshop, Hotel Plaza, New York.

JANUARY 1974

- 4-5—Virginia Press Association, Hotel John Marshall, Richmond, Va.
- 6-9—National Retail Merchants Association's 63rd annual convention, New York Hilton, New York City.
- 6-18—API Editorial Page Editors and Writers Seminar, Columbia University, New York, N.Y.
- 9-11—Newspaper Color Seminar, Graphic Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.
- 11-13—Arizona Newspaper Publishers Association, Hilton Inn, Tucson.
- 14-16—Northeast Classified Advertising Managers Association, Sheraton Boston, Boston, Mass.
- 17-20—New England Press Association annual winter convention, Sheraton-Boston Hotel, Boston, Mass.
- 19-22—Great Lakes Newspaper Mechanical Conference, Royal York, Toronto, Canada.
- 24-26—Tennessee Press Association convention and Press Institute, Hotel Sheraton, Nashville, Tenn.
- 25-26—New England Daily Newspaper Association, regular membership meeting, Marriott Motor Hotel, Newton, Mass.
- 25-27—Texas Press Association Mid-Winter meeting, Marriott Hotel, Dallas.
- 27-30—International Newspaper Advertising Executives annual meeting, Hyatt-Regency, Houston, Tex.

FEBRUARY

- 3-15—API Circulation Managers Seminar, Columbia University, N.Y.
- 13-16—California Newspaper Publishers' Association Convention, Century Plaza Hotel, Century City, Calif.
- 17-March 1—API Publishers, Editors, and Chief News Executives Seminar (for newspapers under 50,000), Columbia Univ., N.Y.
- February 24-March 1—Police-Press Relations Seminar, International Association of Chiefs of Police, San Francisco, California.
- 28-March 2—New England Association of Circulation Managers annual conference, Marriott, Boston, Mass.

MARCH

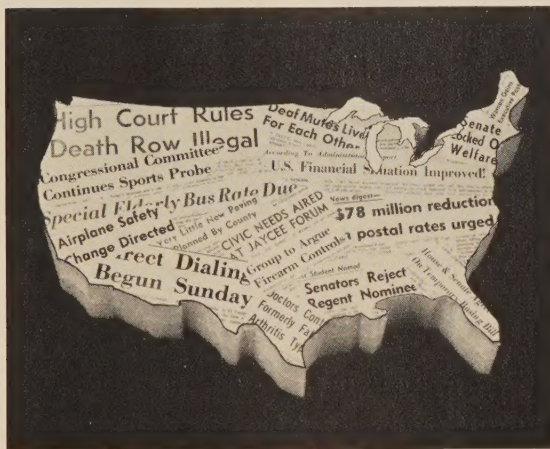
- 2-5—Inland Daily Press Association Spring Meeting, Brown Palace Hotel, Denver.
- 14-16—Pennsylvania Society of Newspaper Editors Seminar, Sheraton-Harrisburg Inn, Harrisburg, Pa.
- 17-19—Central States Circulation Managers' Association, Spring Convention, Galt House, Louisville, Ky.
- 22-23—Hoosier State Press Association Convention, Atkinson Hotel, Indianapolis.
- 28-30—PNPA—Interstate Advertising Managers Association Display Advertising Conference, Host Inn Harrisburg, Harrisburg, Pa.

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CATCH-lines

By Lenora Williamson

WHEN BRAZIL'S ONLY ENGLISH-LANGUAGE DAILY ran an ad for editorial staffers, one answer came as follows: "I ready (sic) your new about work in the *Brazil Herald*. I'm doter of english men and I'm pretend to work but in my home because I give lessons of english for children. . . ."

The letter should arouse "compassionate understanding among our readers," writes Herbert Zscheck in his "Check and double check" column, for two reasons: 1. the difficulties of finding personnel for a foreign language paper in Brazil. 2. the plight of innocent children trying to learn what they are induced to believe is English.

* * *

CELEBRATING HALLOWEEN IN GOOD FORM, Ann Rinaldi went out on the previous Sunday and interviewed a witch for the *Trentonian* in Trenton, New Jersey. A Catalytic Witch no less, registered with the department of parapsychology at the University of Rajasthan in Jaipur, and she's a gracious, intelligent mother of two youngsters. Ann used the name "Miranda" to identify her interviewee, explaining at the end of the column she couldn't tell Miranda's real name: "She's my witch. I found her. Besides, I can't reveal my Sorceress."

* * *

HEADY STUFF—A Toronto reader sends a clip of a Canadian Press story reporting that Labor Party headquarters in London agreed to a pay raise for its staff plus a free cup of tea or coffee twice a day. The agreement, retroactive to May 1, means 252 free cups for each person, and the story said staffers were busy working up a thirst. The *Toronto Globe & Mail* heady pun: "Tea urned."

* * *

NEWSMEN BESIEGED A LUXURY HOTEL in Santo Domingo the other night, according to a Reuter dispatch, after a local paper reported that Elizabeth Taylor and Richard Burton were staying there awaiting a quickie divorce. So, Elizabeth Burton held a press conference and told the local reporters that she is traveling with her husband, is 36 years old, and that this same news thing happened in almost all countries they had visited. But the facts are that they make their home in South Carolina, and Mr. Burton's first name is Harry.

* * *

HOW WOULD YOU LIKE TO HAVE your fingerprints described as "disappointingly common"? And in nation-wide print? Such was the lot of Marq de Villiers after he went through the whole fingerprint classification bit with the Metropolitan Toronto Police to illustrate his article in *The Canadian Magazine* titled "Just Place Your Pinky on the Dirty Little Inkpad." The police didn't say Marq's prints were disappointing—the caption writer for the half-page repro of his print form said that. The police classified Marq's prints as 25/19W/WIOM/100 19/17. Age, birthplace, address, height, weight, complexion (sallow) and "peculiarities" (none) were there—leaving the journalist few secrets from all of Canada. But such is the call of duty, eh?

* * *

"WHAT WAS BEAUTIFUL ABOUT HIM was his presence. If you had the good luck to be with him, you were at the best party in town. There never was a dearer man." Al Capp was speaking at the National Cartoonists Society memorial service for Walt Kelly at the Lambs Club in New York where many of the association's meetings are held. Stephen Kelly, who worked on the "Pogo" strip and will continue to be associated with it, repeated several of his father's well known comments, including, "It is only when we assume we are perfect that we lose the ability to laugh at ourselves."

* * *

AFTER TAKING SHELTER IN A HILLTOP BUNKER under fire for two hours on Golan Heights, UPI's Mitchell Vinicor got out and drove back down the hill. In a jeep which passed him going up the hill was a man with a black eye patch. Vinicor, with a "My God, it's Dayan", spun around and drove back up the hill. He got an exclusive in which Dayan declared, "The road from Damascus to Tel Aviv is the same road that leads from Tel Aviv to Damascus." True.

EDITOR & PUBLISHER for November 10, 1973

WHAT'S COOKING IN HUNTSVILLE?

A lot more than in many other U. S. markets!

For example, Huntsville ranks 54th in the nation in per household food store sales, while Boston ranks 61st, New York 145th and San Francisco-Oakland 172nd!

Not only is Huntsville's economy "cooking with gas," it's going on all four burners! For a better insight into "Super Market South" include the Huntsville Times in your next schedule or call Newhouse Newspapers for further reasons why you should be in . . .

THE HUNTSVILLE TIMES

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6 mo. average net paid June 80, 1978—25,271
Renewal rate—75.18%

SNPA's 70th anniversary

On April 14, 1903, 34 Southern newspaper executives met at the Piedmont Hotel, Atlanta, to form the Southern Newspaper Publishers Association. This week, SNPA marks its 70th anniversary at its meeting in Boca Raton where hundreds of Southern publishers will participate.

The history of SNPA has been well documented, notably in E&P's issue of Oct. 31, 1953, on the association's 50th anniversary. It has been a history of an independent press growing with and leading the development of the land, the people, their resources and their economy.

The most notable accomplishment of the Southern publishers, united under the SNPA banner, has been the development of the newsprint industry in that area. James G. Stahlman, former publisher of the *Nashville Banner* and one of the original SNPA newsprint committee members in 1934, wrote 20 years ago: "The SNPA has erected a monument to itself and its membership which time cannot obliterate. The South, the nation are in its debt." Not to mention newspaper publishers everywhere.

Following the scientific breakthrough by the late Dr. Charles H. Herty, who discovered how to make good quality newsprint from Southern pine, Southern publishers raised among themselves \$1,615,000 in financing for their first mill which was completed in Texas in 1940. Since then, Southern publishers have been directly involved in financing and building one other mill and influencing the construction of a third with combined production of over 1.5 million tons.

In this day of extraordinary U.S. newsprint consumption and supply shortages, the accomplishments of SNPA publishers in developing the Southern newsprint industry must be recognized as a boon to the nation's newspaper publishers and a master stroke of foresightedness.

Tribute to wire services

We are indebted to an editorial in the *Ogden (Utah) Standard-Examiner* for pointing out what should have been obvious, but which has been overlooked by most newspapermen. Of all the criticism that has been leveled against the "press" of this country—the President referred to "outrageous, vicious, distorted reporting"—not once have the names of the Associated Press and United Press International been included.

These two services provide the basic domestic and international news to the vast majority of the nation's newspapers, radio and television stations. Their news reports have been without reproach.

"This lack of attack is a tribute to the professionalism of the major wire services and their skilled personnel," the *Ogden* newspaper said. News executives everywhere will agree.

Right decision by NCEW

The members of the National Conference of Editorial Writers made the right decision at their Honolulu meeting in striking a by-law which had precluded open reporting of critique sessions. The loss of anonymity for participants will in no way alter the traditionally lively critique sessions.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The *Journalist* established March 22, 1884; *Newspaperdon* established March, 1892; the *Fourth Estate* March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

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Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

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DESKMEN'S MOTTO

Ever so often a reporter is yanked from behind his typewriter, disconnected from his ephone, stripped of his notebook and put to work on the city desk.

Editors jovially call this "punishment" and, euphemistically, a "learning experience." For the reporter who values his mobility, it means simply to be beached, wounded, tucked in a semicircular slot, ready to make like an air filter on an automobile.

On a typical day here the phones on city desk will ring 50 to 75 times, so that in a matter of weeks the trained deskman's response is satisfactorily Pavlovian.

Someone has been born. Someone has died. Someone has been decorated. Someone is disrobed in Lancaster Square. A lady wants to know "What was the weather during July?" A bar full of drunks wants to settle an argument: "Hey buddy," they ask between sips, "when was the Johnstown flood?"

Some calls are abusive, others in a comparatively small city, are cute—"Say, my mother is out on the porch feeding this squirrel and the squirrel comes to see him every day and well, I thought it might not be interesting but it sure is cute."

That's what's so great about the telephone—it's a democratic machine. Congressmen call the newspaper, and so does the Mayor, and so do the washerwoman, the school teacher, the gas station owner, the mother-in-law.

And the marginals: "There's a foreign flag flying in the no-hundred block of Lemon Street," says a suspicious voice. "Better check it out."

Of course, many calls come from the back of the room, where stories are being transfigured on paper to metal.

"It's 11:30 and we don't have back page." "Hold your pants on."

Both sides seemed to have mastered a certain indolent technique in these terse exchanges. As deadline approaches, one turns to start hanging up the phone in the middle of the last sentence and to bang the receiver down on the hook at the precise instant the last syllable is uttered.

Another desk duty is writing headlines. I will say this much: the headline writer's nightmare is known here as a 34-2. My worst imagining it goes like this: an unemployed baker and a transvestite have held up a bank, taken three hostages including the chief of police and fled through the center of town where they are currently held up in the city's token skyscraper building. "Free the Amish!"

A 34-2 means chewing the facts with your teeth, digesting it with your mind and nonchalantly spitting out the three or four words at tell it all.

The sounds of city desk include the varized whoosh of those tubes and the plunk as they drop out of a brass porthole which looks like it was salvaged from the Nautica.

There is also the familiar crackle and utter of the doomsday police and fire monitors.

tors. We listen to these boxes and smile smugly at the police jargon of 10-4's and 10-2's and conveying injured who failed to negotiate curves.

But if you ask, what cop could keep a straight face if he heard something like "Give this a 2-36 with bank and put a 2-10 indent on the lead graf, slug it elephants and send it out for proof Saturday, and don't forget the subs." No lettuce or mayo.

The most painstaking and thankless desk job, I suspect, is to catch errors, big and little, of grammar, punctuation, spelling and common sense, that reporters such as myself are always making.

If we generously compare a reporter's story to a painting, it is the desk's job to give it a suitable frame and title, to clip away the shabby threads and loose edges and present it to the world.

Maybe someday deskmen will unite and adopt a variation of the trucker's motto, "If you read it, a deskman cleaned it."

JEFF FORSTER
(Forster is a reporter for the Lancaster (Pa.) New Era.)

JOB TRAINING

Publisher Stuart Awbrey's assertion in the Letters column of the October 6 E & P that newspapers need better reporters cannot be argued with, but I found this solution to the problem rather naive.

Why call for stiffer entrance requirements to J-schools in an age when newspapers, at least the smaller ones, are hiring reporters off the street? I have found the ratio of J-school grads to others in the newsroom to be fairly low—right along with most newspapers' pay scales.

You don't get highly qualified people to become reporters by restricting J-school attendance. You do it by setting salaries at levels comparable with other industries and competing for the available talent. Where in the rules does it say that a person must suffer economically to be a good reporter? Low pay serves most effectively to weed out talented people.

An editor of Awbrey's background should know that a J-school certificate doesn't guarantee a person is a good reporter. There was a time when editors didn't want J-school people, preferring reporters with political science, history, literature or other qualifications.

A better approach to improving reportage is one the industry itself should take, possibly through various editors' associations or even E & P. That is to put together a training course for new (and long-time) staff members. The course, which could be completed on the staffer's own time, could include material on the historical background of freedom of the press, current press controversies, local and state government, business and labor relations, etc.

Working from general guidelines, each newspaper could tailor the material to fit its local situation. Discussion groups on specific subjects could be led by reporters who cover the different beats. Publishers, editors or editorial writers could contribute much to freedom of the press discussions.

The point of all this is that the best approach for improving editorial quality

already lies in the hands of newspaper executives. But it will take work. It will mean sparking the interest of the old hands in working with newcomers to foster a sense of professionalism. And it will mean establishing a closer rapport between editors and reporters at all levels to create a spirit of teamwork—a spirit that is missing in too many of today's newsrooms.

WILLIAM H. HEARD, JR.

(Heard is director of communications for Connecticut's Department of Motor Vehicles.)

* * *

CONTEMPT INVITED

Your editorial of October 27 challenging refusal of the United States Supreme Court to consider an appeal from a Louisiana court decision finding two Baton Rouge newsmen in contempt was timely.

Punishing anyone for violating an unconstitutional court order doesn't make sense.

I believe that the Baton Rouge papers went beyond publication of coverage of court proceedings after the presiding judge ordered them not to report what occurred in open court. They told their readers that they were publishing the coverage despite the judge's order.

That, it seems to me, invited a contempt citation. On the basis of long experience, I doubt that any contempt citation would have been issued had the papers simply covered the news of the open court proceedings and ignored, completely, the judge's order.

Still, I think the judge was wrong in fining the reporters and that the Supreme Court erred in not hearing the appeal.

GEORGE W. HEALY JR.
New Orleans, La.

* * *

DIFFERENT LINE

The editorial for October 20, based on the story in the same issue, having to do with Edward Jay Epstein's study of news media treatment of Watergate, does not comport with the story.

Editorial: "... a tribute to the investigative role of a free and independent press. . . ."

Story: "... it can be called 'investigative reporting' only in a very limited sense." (p. 34, last lines of second full paragraph on the page).

It is a good story. It is also a good editorial except for this line.

J. R. ALLRED
(Allred is Director, Information Services, Utah State University.)

Short Takes

Tim O'Neil, star runner, is in Parkview Memorial Hospital for treatment of a heart spasm.—Ft. Wayne Journal-Gazette.

* * *

Even the final message of the garrison by the Indians will be vividly portrayed in the woods around the fort.—Morristown (Tenn.) Gazette-Mail.

* * *

Former Teamsters President James Hoffa renewed his call for widespread prison reforms in a speech to the Michigan Chapter of the Institute of Scrap Iron and Steel.—Benton Harbor News-Palladium.



"The New York Times makes a most important contribution to newsmen like myself with its in-depth articles on people and events. Not just those in today's news, but those who are likely to become news in the weeks ahead. The Times does a professional job for professionals."

Jesse R. Shaffer Jr.
Managing Editor, The Cincinnati Enquirer

10-year employees guaranteed jobs in New York guild pact

By Mark Mehler

Following a stormy three hour rally on November 7, members of the *New York Daily News* unit of the Newspaper Guild accepted a "final offer" from management devoted to return to work immediately ending a three-day strike.

The new pact was termed "almost identical" to one reached Monday November 5 with the guild unit at the *New York Times*.

The News Unit Negotiating Committee presented the two-year contract to the members without a recommendation. The member unit was reportedly split 8-6 favor of accepting the contract.

The pact calls for wage increases of 3.85 in each year of a two-year pact, and an additional contribution by management of 1.5 percent of payroll to be used for pension and welfare benefits. The wage hike was an estimated 4.9 percent.

20-year protection

In the key area of job security, the contract stipulates that in case of "staff reduction," any employee with 20 years or more of service cannot be dismissed.

Those employees must be given 15 weeks advance notice of management's intention to change their jobs, but they are guaranteed under the provisions of the previous automation agreement with no reduction in pay or classification.

In addition, employees with less than 20 years more than 5 years, shall receive 10 weeks notice of dismissal; 3-5 years, six weeks notice; one to three, three weeks notice; six months to a year, two weeks notice, and three to six months, one week.

Other changes from the old pact which expired March 30, 1973, are increased vacations, cost-of-living increases, a clause protecting members from losing jobs because of sub-contracting, and elimination of exemptions from compulsory guild membership (The News had previously allowed one out of 15 exemptions in mild jobs).

The strike had been called Monday at 7 a.m. after the News unit rejected a last minute management offer. The new pact is considered an improvement over that offer.

Guild executive vicepresident John Deegan said the offer had come "too little, too late." Deegan said the negotiating committee felt the union security and job security provisions were inadequate.

Guild members began walking the picket lines, and members of all the craft unions refused to cross them. Efforts by management to put out a paper Tuesday and Wednesday morning were stymied by lack of personnel.

On Monday, several hours after the strike began, the Times announced an agreement with the guild.

On Tuesday night, New York Times publisher Arthur Ochs Sulzberger said, "In the event the News is unable to produce its edition of Thursday, November 8, the Times will use its mechanical facilities to do so."

Two unions said they would support the News guild unit and not assist in putting out the paper, but as the union meeting began Wednesday, News supervisory personnel were about to begin writing and setting the copy and sending it to the Times for engraving, press run, and delivery.

Peter McLaughlin described the proposed contract as the "News' final offer. This is it . . . it's all we're going to get without a long, long strike."

The offer was further described as differing from the Times pact only "in contract language."

McLaughlin personally recommended the members approve the contract because the damage to the guild unit of the long, bitter strike would be great. But he said he was unhappy with it and felt the union should "have done better."

'Sell out' charged

Other members of the negotiating team accused the Times unit, and executive vicepresident Deegan of "selling us out," by negotiating while they were on the picket line, and "putting us on the spot" by settling first.

McLaughlin said that the News was entirely capable of putting out "some sort of a paper" without the guild or International Typographical Union personnel. He claimed that the unions already under contract (Mailers, Deliverers, and Machinists) are bound by contract to cross picket lines and might not support a lengthy strike by the News' guild unit; particularly when they see that the Times has already settled.

"We'll do better next time, I promise you," McLaughlin told the audience. "We've learned a little lesson about negotiating."

McLaughlin said the News' management, and its negotiating team led by Walter Graham, had seriously underestimated the guild and its willingness to go out in the final hours before the strike.

Despite much anger and disappointment expressed by the members over the lack of job security for those with less than 20 years service and the relatively small 4.9 percent pay hike, the overwhelming feel-

ing was that a strike would not be worth any small gains that would be made.

The News guild unit covers 1,400 members. The Times unit has about 2,300 members.

Washington Post struck

The firing of a union printer for alleged "neglect of duty" touched off a turbulent three-day work stoppage that prevented the *Washington Post* from publishing its regular editions, including its Sunday paper, on November 3, 4, and 5. Normal publication was resumed on November 6 after an agreement was reached with Columbia Typographical Union 101 that involved reinstatement of the discharged printer.

The Post was able to publish a 40-page street sale edition on Monday using a skeleton staff of executives, reporters, editors, secretaries and supervisory personnel, none of whom were members of the Typographical Union. They used electronic technology and Benjamin C. Bradlee, the paper's editor called it "a hell of an achievement."

The Post has been plagued by "slow-downs" in its composing room since its contract with the union expired April 30. Union printers continued work but, according to Post executives, engaged in "illegal practices" during working shifts that hampered production of the newspaper.

The trouble came to a head when Michael Padilla, a union printer was discharged for failing to perform duties required by his job. The other members of the union walked out and picket lines were thrown up around the Post building. Considerable turmoil ensued during which windows were smashed in the Post building and the adjacent Pick Lee hotel.

The paper printed on Monday was a "cold type" edition. New computer techniques were used. Newsroom executive secretaries used electric typewriters to type copy, which was fed into an optical scanner, not located in the composing room, that produced a second tape to be fed into machines that produced "cold types"—pictures of type used in the newspaper.

The role of electronic technology in newspaper publishing is an issue in the contract negotiations between the Post and the *Star-News* and the mechanical unions. The printers seek to protect their jobs against attrition by automation. The publishers endeavor to expand the use of automated equipment as a means of reducing production costs and modernizing production processes.

Although the union printers went back to work at the Post and the presses started rolling, no contracts have been renewed at either the Post or the *Star-News*. Negotiations are continuing.

The *Star-News* has not been plagued by "slow downs" and was not involved in the dispute that caused the Post losses estimated at \$1 million.

(Continued on page 74)

SNPA will view problems in a headline community

By Jerome H. Walker

Topics related to the newsprint scarcity and the running battle between the press and officialdom will be the primary concern of the 70th anniversary convention of the Southern Newspaper Publishers Association.

The meeting place is again the luxurious Boca Raton Hotel and Club at Boca Raton, Florida and the formal program begins Monday, November 12. There will be an informal reception for members and guests on Sunday, November 11.

Advance registrations indicate a record attendance for the SNPA gathering. Secretary-Manager Walter C. Johnson Jr., whose headquarters are in Chattanooga, said more than 700 people are expected at Boca Raton.

While the program features both golf and tennis tournaments, with a wide variety of prizes for the winners, it also turns members' attention to business affairs at sessions on these days.

President Frank A. Daniels Jr. of the *Raleigh News & Observer* and *Times*, will call the convention to order at 9 a.m. Monday and will receive committee reports, including nominations for officers. Tams Bixby III, *Muskogee* (Okla.) *Phoenix & Times-Democrat*, is the president-elect. M. W. Armistead III, Landmark Communications, Roanoke, Va., is treasurer.

The official welcoming address will be given by Dr. Glenwood Creech, president of Florida Atlantic University at Boca Raton. He moved there recently from the University of Kentucky and faced problems with the editors of the campus newspaper. He may tell the Southern newspaper executives some of his views on freedom of the press at the college level.

What about circulation?

Harry Coggins, circulation manager of the *Greenville* (S.C.) *News-Piedmont*, is scheduled to discuss "What to Do About Circulation When You're Out of Newsprint."

The public's reaction to the intense coverage of Watergate and related scandals in government is due to receive attention in a report by Louis Harris, the pollster, whose topic is, "Reporting to Newspapermen What They Already Know."

"Newspaper Growth in the Newsprint Crisis" will be discussed by Dr. Jon Udell, director of the Bureau of Business Research and Service at the University of Wisconsin, who serves as newsprint research expert for the American Newspaper Publishers Association.

SNPA members will go into executive sessions on Tuesday for discussion of publishing problems. Chairmen appointed for the three circulation groups are: under-15,000, E. K. Livermore, *Sapulpa* (Okla.) *Herald*; 15-50,000, Thomas J. Hardin, *Alexandria* (La.) *Daily Town Talk*; and

over-50,000, Robert L. Jensen, *Dallas* (Tex.) *Times Herald*.

The three groups will merge for a question period with Bert M. Concklin on price controls. He is the administrator of the Office of Price Stabilization, Cost of Living Council, Washington.

On Tuesday afternoon, for about 90 minutes, there will be an "idea exchange" session for all of the groups. Wives are invited to this event.

Reports of various committees will be reviewed at a general meeting Wednesday morning. A special induction ceremony has been planned for the *Chapel Hill Newspaper* of Chapel Hill, N.C. which became an SNPA member on September 1. Orville B. Campbell is president and publisher of the paper, which was a weekly from 1923 until September 2, 1972, when it changed its publishing schedule to afternoons Monday-Friday and Sunday morning. Its circulation is about 8,500. Chapel Hill is the home of the University of North Carolina.

As usual, the SNPA program is studded with social events sponsored by associate members but the major function is a formal black-tie reception and dinner Monday night.

Golfers will have the privilege of playing both of the championship courses of the Boca Club. The chairman for the Walter H. Savory Memorial Golf Tournament for the men is Robert K. Yeomans, manager of Mergenthaler Linotype Company's Atlanta office. Serving with him are Eugene N. Montgomery, Bowater Sales Company; William Rawland, *Cleburne* (Tex.) *Times Review*, and Walter Johnson.

Mrs. James M. Moroney Jr., *Dallas Morning News*, is in charge of the ladies' section. She will also present all of the prizes at Wednesday's meeting.

William D. Little Jr., publisher of the *Ada* (Okla.) *Evening News*, reports a growing interest in the tennis tournament which will be played on the courts where Chris Evert recently won the top prize in the Virginia Slims Tournament for women. Ronald R. Ehrhardt, MGD Graphic Systems, is vicechairman for the tennis event.

* * *

Florida study mission

Whenever a couple of retirees from the newspaper industry meet in the postoffice or on the golf links at Boca Raton, Florida

(Continued on page 70)

Convention highlights

MONDAY MORNING -

- 9:00 a.m. Call to Order - SNPA President Frank Daniels, Jr., Presiding
Invocation
Roll Call and Minutes of 1972 Convention
Introduction of Officers, Directors, Past Presidents & Special Guests
Introduction of New Members
Committee Appointments: Memorials, Resolutions & Sergeants-at-Arms
Report of Nominating Committee: Election of Officers and Directors
Introduction of New Officers and Directors
- 9:25 a.m. Dr. Glenwood Creech, President of Florida Atlantic University, Boca Raton, Welcome
- 9:30 a.m. Harry Coggins, Circulation Manager, *Greenville* (S.C.) *News-Piedmont* Company
"Blue Skying Circulation or 'What To Do About Circulation When You're Out of Newsprint'"
- 10:00 a.m. Louis Harris, President, Louis Harris & Associates, New York, New York
"Reporting to Newspapermen What They Already Know"
- 10:45 a.m. Jon G. Udell, Director, Bureau of Business Research and Service, University of Wisconsin, Madison, Wisconsin
"Newspaper Growth in the Newsprint Crises"
- 11:30 a.m. Adjournment

GREAT HALL

TUESDAY MORNING -

- 9:00 a.m. Group Conference Sessions - (Off-the-record "executive" sessions, open only to those directly connected with member newspapers. Badges required.)
Group 1 - Under 15,000 Circulation - Granada D
Group 2 - 15,000 - 50,000 Circulation - Granada C
Group 3 - Over 50,000 Circulation - Granada A and B
- 11:00 a.m. Joint Session of all three Group Conferences - Granada A, B and C
Bert M. Concklin, Administrator, Office of Price Stabilization, Cost of Living Council, Washington, D. C.
"Price Controls"

TUESDAY AFTERNOON -

- 2:00 p.m. "Idea Exchange" Session - Informal joint session of all three circulation groups. (come as you are - wives are invited - session will last no more than an hour and one half.)

WEDNESDAY MORNING -

- 9:00 a.m. Call to Order
Reports of Standing Committee Chairmen
Reports of Group Conference Chairmen
Special Committee Reports - Resolutions, Memorials, Others
Report of SNPA Foundation
- 10:00 a.m. Presentation of Gavel to New President
Acceptance by New President
Adjournment of Convention - Sergeant-at-Arms
Awarding of Golf & Tennis Prizes

GREAT HALL

BARCELONA A & B

Third generation publisher to head SNPA in coming year

Tams Bixby, III, 54, literally cut his teeth on a pica pole and is the fourth member of his family to hold the title of president of the Oklahoma Press Publishing Company, publishers of the *Muskogee Daily Phoenix* and *Times-Democrat* and owners of radio station KBIX.

Bixby has been nominated to succeed Frank A. Daniels Jr., *Raleigh* (N.C.) *News & Observer* & *Raleigh Times*, as president of the Southern Newspaper Publishers Association. Daniels moves up chairman of board, according to the election procedure that is followed each year.

M. W. Armistead III, Landmark Communications, Norfolk, Va. is slated to become president-elect; Alvah H. Chapman Jr., *Miami Herald*, treasurer; and Walter Johnson Jr. to continue as secretary-manager of the association, which is headquartered in Chattanooga, Tenn.

Grandfather buys

The Bixby family first entered the newspaper business at Muskogee in 1906, when Tams Bixby, Sr., then chairman of the Dawes Commission, purchased the Muskogee Daily Phoenix. The elder Bixby previously had experience in the field with the *St. Paul* (Minn.) *Dispatch* before moving to Indian Territory to head up what has been historically referred to as the greatest trust in American history.

The family acquired an afternoon daily, the Muskogee Times-Democrat, in 1918 and began joint publication of a morning and afternoon daily, with a combined Sunday edition.

The elder Bixby died in 1921 and the title of publisher passed to his widow, who continued in the position until her death in 1940.

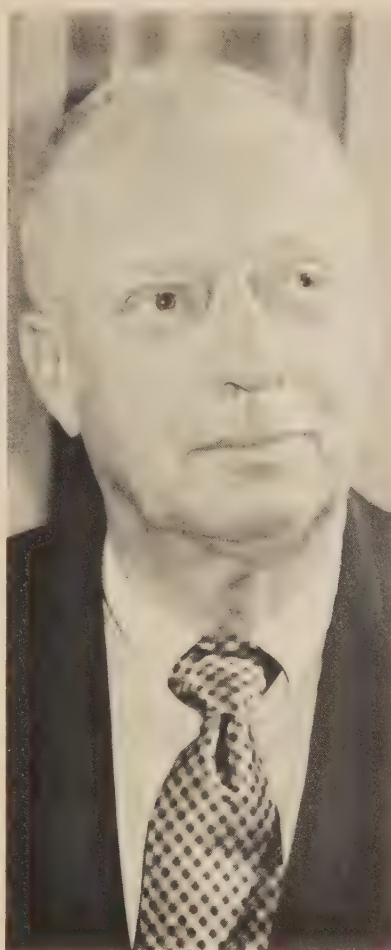
Three sons, Tams Bixby, Jr., Joel and Edson, had been active in the family business during that 20-year span. Tams, Jr., is operating the Oklahoma Printing Company, a commercial printing shop, and the radio station KBIX, which first went on the air in May of 1936. Joel and Edson were both with the Muskogee newspapers, Joel on the business side and Edson in the editorial end, until 1926.

Interest in Springfield

At that time, the Bixby family acquired newspaper holdings in Springfield, Missouri, and Edson went to Springfield as president and general manager of the *Springfield News and Leader & Press*—morning and afternoon dailies—and Joel remained as vicepresident and general manager at Muskogee.

Both brothers and their mother died in 1940 and Tams, Jr. stepped into the posts of president and publisher of the newspaper properties.

Tams, III by this time had been gaining experience in almost every department of newspapers and as an announcer on KBIX. During World War II, he served



TAMS BIXBY III

with the U. S. Air Force in the European Theater. His schooling included the Muskogee school system, Shattuck Military Academy at Faribault, Minnesota, and the University of Pennsylvania.

After the war, Tams, III returned to Muskogee and was vicepresident and business manager of the Muskogee newspapers and a vicepresident of the Springfield properties, which expanded to include a radio station and later a television outlet—posts which he retained until his father's death in August of 1970, when he took over the reins.

Active in community

During his years in Muskogee, Tams, III has been an active civic worker, serving as president of the Red Cross, the Chamber of Commerce, the Country Club and as chairman of the Urban Renewal Authority. He is president-elect of the Oklahoma Society for Crippled Children,

is a member of the board of directors of the First National Bank and Trust Company, is chairman of the Oklahoma Press Association's Committee on the University of Oklahoma School of Journalism, a director of the Greater Muskogee Development Corporation, a director of the Muskogee State Fair, a member of Sigma Delta Chi, a past Senior Warden of Grace Episcopal Church in Muskogee, and served a term as national vicechairman of the Red Cross for fund raising in Oklahoma.

Tams, III has been active in various community organization fund drives in Muskogee, including the Red Cross, Community Chest and United Appeal, and the Young Men's Christian Association. He has always urged his employees to take an active part in community affairs.

Sells to Gannett

The new SNPA president recently announced that "an agreement in principle" had been reached with the Gannett Company to acquire the Muskogee newspapers and radio station, along with the Springfield newspapers and radio station, a radio station in Hannibal, Missouri, and half interest in the Springfield television outlet.

"The young men of our family have chosen fields of interest other than the newspaper business and the family felt it expedient at this time to dispose of the newspaper, radio and television holdings," Bixby said.

"After long and careful consideration, we concluded the Gannett organization would offer the most reliable continuation of the type publications we wanted for our hometown of Muskogee, as well as successful operation of our other holdings."

To continue as publisher

Negotiations on the sale are continuing and final transfer is not expected until after January 1, 1974.

After the sale, Bixby will continue as publisher of the Muskogee Daily Phoenix and Times-Democrat and he said there would be no changes in personnel.

Members of the family participating in the sale besides Bixby include his mother, Mrs. Tams Bixby, Jr., and two sisters, Mrs. W. W. Weber and Mrs. John G. Tarpley, all of Muskogee.

Bixby and his wife, Oleta, make their home in Muskogee on Country Club Drive. They have three children, Tams Bixby, IV, with the U. S. Navy in San Diego, California, Mrs. Charles Howard of Tulsa and Mrs. Joe LeMasters of Checotah, Oklahoma, and five grandchildren.

Coryell reassigned

Roger C. Coryell, publisher of the *Hartford Times* prior to its sale by Gannett Co., Inc. to The Register Publishing Co. of New Haven, has joined Gannett's corporate marketing staff as a general executive, J. Warren McClure, vicepresident-marketing, announced. He will handle special projects for the marketing division which supervises advertising, circulation, and research activities.

Agnew's lawyer defends subpoena against newsmen

The unscheduled appearance of Jay Topkis, a lawyer for Spiro T. Agnew, enlivened a seminar on "Communications Law Explosion," presented November 12 by the Practicing Law Institute in New York.

Topkis was challenged by media lawyers to defend his strategy toward the press in the Agnew case.

In an unprecedented ruling, Federal District Judge Walter Hoffman had given Agnew's lawyers the right to subpoena reporters and news organizations to determine the source of news leaks from the Justice Department.

Not after sources

Topkis insisted that he had never intended to compel reporters to reveal their sources, but had sought to limit the scope of his inquiry to matters of authentication (that Justice Department officials were the sources of the stories).

He said the report by CBS newsmen Fred Graham quoting Assistant Attorney General Henry Petersen as saying about the Agnew investigation: "We've got the evidence. We've got it cold," caused it all.

Topkis said he accepted Graham's assertion that Petersen was not the source of the leak, but said it had to come from someone on Petersen's staff.

Sought confirmation

The brief filed by Topkis before Judge Hoffman cited numerous news articles with quotes attributed to "high Justice Department sources." "All we wanted to know from the newsmen," said Topkis, "was whether the newsmen had written the stories or not, and whether the stories were true or false."

He said this, taken along with information supplied by Justice Department officials subpoenaed, would have been sufficient to establish a prejudicial pretrial stance by the prosecutors.

Jack Landau, a member of the Reporters Committee for Freedom of the Press, and Supreme Court reporter for Newhouse Newspapers brought out a subpoena issued to *Washington Post* reporter Richard Cohen calling for all notes and memoranda relating to the case.

Landau wondered why, if Topkis only wanted authentication, he had issued such broad subpoenas.

Topkis replied that while his instructions from his client were explicit about avoiding confrontation, the memoranda and notes would be necessary in case the government took over and demanded them. He said the subpoenas were necessary in light of the time limit imposed by the statute of limitations of many of the matters being presented.

"I think the lesson here for us as lawyers is that we have a particular obligation sometimes to keep our mouths

Commission wants police files closed to press

The National Advisory Commission on Criminal Justice Standards and Goals has recommended that the news media be barred from having access to criminal histories of individuals that are recorded on files kept by police agencies.

In its report, the commission said access to criminal histories in the information systems "should be made available only to public agencies which have both a 'need to know' and a 'right to know' . . . The media, credit rating services, and the like should not receive from criminal justice agencies, either directly or indirectly, any information from criminal justice information systems."

The commission recommended that each state pass laws for protecting the security and privacy of the files and create a security and privacy council to administer the standards.

shut. It's a disgrace to our profession to leak to the press anything that could hurt a litigant in a case," Topkis said.

Landau criticized the recent Supreme Court decision upholding the contempt citations of two Baton Rouge reporters.

Yale Law School professor Alexander Bickel, who argued for the *New York Times* in the Pentagon Papers case, disagreed. He said the reporters had "a moral duty" to abide by a "final decision" of the court.

Bickel said the duty was the same as that which applied to President Nixon in his dispute over turning over White House tapes. Bickel said that as the reporters, Nixon too was obliged to abide by the final decision of the court on the tapes.

"The President's argument that he is beyond the scope of the judicial process, although I heatedly disagree with it, I'm sorry to say, it strengthens his argument. The reporters never argued that they were beyond the power of the court to issue contempt orders."

Landau saw no comparison between the two cases. In the reporters case, unlike the tapes case, there had been no preliminary hearings, no notice, nor had there been a "definitive ruling." But Bickel countered that even if the judge's decree was unlawful, it was nevertheless a definitive ex parte order that required compliance.

Landau argued that the original order had a defect in that it directed the reporters not to publish the material. Landau said neither reporter had an equity interest in the paper, and therefore could not halt publication.

Former Federal Communications Commissioner Lee Loevinger stated that giving equal footing to electronic media under the provisions of the First Amendment could mean imposition of a fairness doctrine for newspapers.

A similar seminar will be held November 29-30 in San Francisco. Goodale said he was hopeful of convening such seminars on a yearly basis.

Reporter jailed for refusing to divulge source

Lucy Ware Morgan, a reporter for the *St. Petersburg Times*, was sentenced November 1 to five months in jail for contempt of court, after she refused to divulge her source for a article about a secret grand jury presentment.

The report by the Pasco County grand jury was completed earlier last week and was sealed pending review by Florida Circuit Court Judge Robert Williams. The report was critical of several Dade County officials, including Police Chief Norris Nixon, but returned no indictments, according to Morgan's article.

The article appeared in the *Pasco Times*, a regional supplement of the *St. Petersburg Times*.

State Attorney James Russell, who subpoenaed Morgan, said her article had disclosed the contents of the sealed presentment almost verbatim.

Florida law prohibits disclosure of grand jury deliberations of proceedings by jurors or court officials privy to them. Although the law does not prohibit publication of such information, there is no state shield law protecting a reporter from answering a judge's direct questions about the information.

Russell said he had subpoenaed Morgan to appear at an "official investigation" into the origin of the article. Russell went through the article paragraph by paragraph asking Morgan who had given her the information. To each question, she replied that she had been instructed by Eugene Patterson, editor and president of the *Times*, not to answer. Patterson had accompanied her to the court.

Russell contended that a crime had been committed in the reporter's presence, and that she should be compelled to identify the person who had committed the crime.

Times attorney William Ballard argued that requiring her to identify her source was a violation of the reporter's rights and of First Amendment guarantees.

Judge Williams ruled that the prosecutor's questions were appropriate and directed Morgan to respond.

Ballard said he would file an immediate appeal to the state's Second District Court of Appeals. Morgan was released on \$1000 personal surety bond pending the outcome of the appeal.

Patterson said later that his instructions to the reporter were meant to "substitute myself for Mrs. Morgan." He said that although the attempt was unsuccessful, "the grand jury may yet move in that direction."

Patterson said the paper would argue in the appeal that the state attorney does not have the right under Florida statute to compel disclosure of sources, and that only grand juries have that right.

He said he was opposed to a qualified shield and that the best way to fight subpoenas is through the courts. "We're optimistic about our chances in the appeals court," he said.

Journalism school training criticized in ANPA-AEJ 'rap' sessions

By Hillier Krieghbaum

Approximately 100 newspapermen and college educators met for three days (Oct. 1-Nov. 2) to discuss how expanding numbers of journalism students can be taught in an increasing amount of liberal arts background needed to interpret the current scene as well as the new technologies and techniques of news processing.

The conference with a theme of "Education for Newspaper Journalists in the Seventies and Beyond" was sponsored by the American Newspaper Publishers Association Foundation in cooperation with the Association for Education in Journalism at Reston, Va. Comments focused chiefly on areas discussed in 16 "working papers" distributed in advance. (EDITOR & PUBLISHER, Oct. 20).

There was general agreement on a series of seeming paradoxes regarding future training:

Areas of agreement

- Although often likened to professional training for law and medicine, journalism education really may be the last stronghold for learning something about most everything, which used to be a hallmark of a true liberal arts background.
- While those enrolled in journalism training today stand at an all-time high figure, even greater efforts should be made to recruit more "first rate minds," especially those "on the other side of the tracks."
- Despite the admitted demands for a greater knowledge in humanities and sciences to understand the complexities of contemporary society, well-trained students of the future must be familiar with a new communication technologies.
- While many of the traditional skills and practices of news gathering and writing still are requisite, staff members also could appreciate the role of newspaper economics to understand the communication process in totality.

Most liberal of the arts

Early in the opening session, George E. Medy, dean of the College of Journalism, Marquette University, ex-Washington correspondent, and one-time press secretary for President Lyndon B. Johnson, said at preparation for newspaper work could train individuals to cope with the diverse and thus, "No knowledge may be non-relevant."

President Keith Spalding of Franklin D. Marshall College, who formerly worked on the *New York Herald Tribune*, said that he felt journalism educators had an opportunity to do what liberal arts professors talked about but seldom did. He said that the tremendous expectations from higher education were so flattering at professors tended to let the idea and, "We oversell ourselves."

At the closing session, Dean Melvin D. George of the College of Arts and Sciences, University of Nebraska, said that, from his perspective as a liberal arts dean, he thought journalism currently may be "the most liberating of the liberal arts." He saw little reason why educators at the conference should not go home and hold their heads a little higher. "You have a lot more to be proud of than I suspected before," he added.

Edwin P. Young, assistant publisher of the *Providence Journal and Bulletin* said that good journalism schools over the years had turned out better trained beginners than the liberal arts institutions. Harry Rosenfeld, assistant managing editor, *Washington Post*, said his paper hired very few staffers without prior news experience but added that he "wouldn't hold a journalism degree" against a candidate for a job.

Fewer students, more minorities

In view of the influx of students who now want to take journalism courses, educators may be swamped by the very numbers in their classes. Harold Nelson, director of the School of Journalism and Mass Communication, University of Wisconsin, asked if administrators were not kidding themselves if they thought their journalism schools and departments were doing as good teaching as five or more years ago. "If there are more than 15 students in a reporting class, the quality of teaching starts to slip," he cautioned.

Lionel C. Barrow, Jr., of the University of Wisconsin-Milwaukee argued that the journalism schools and the newsrooms could no longer be private clubs for white males. Minority group representatives and women need to be admitted in greater numbers.

Roy M. Fisher, dean of the School of Journalism, University of Missouri-Columbia, asked his fellow administrators to face up to the threat they can not accommodate to the potential floods of those who want to study communications. "If we try to accommodate all, we'll end accommodating none," he said. Fisher proposed establishing two tracks: one to service the news consumers who never plan to get a news job and another of higher professionalism to train individuals for the media.

Sylvan H. Meyer, editor of the *Miami News*, asked whether there should be efforts to cut off establishment of new journalism schools. The idea got a mixed reception. For instance, King Durkee, director, Department of Education, Copley Newspapers, and a member of the California state board concerned with junior college education, said that this year approximately 4,000 students were enrolled in journalism courses among the 97 junior, two-year colleges of his state. Durkee said he resented the looking down that

most junior colleges got and asked how they could do their job better. He warned that in any contest of popular strength the junior colleges had the larger numbers.

Howard M. Ziff, director of journalistic studies, University of Massachusetts, suggested that recruiting efforts for journalism students might miss some of the first rate minds unless efforts were made on "the other side of the tracks" as well as in the middle and upper class communities. Other administrators pointed out that only a few of the successful journalists today had that background but all agreed that additional efforts should be made to get the highest caliber of students possible.

Brain drain

"We don't lack for students today but we still don't have enough honor students," said Richard Gray, journalism department chairman, Indian University. "We really want 'first rate minds.'"

Dean Stephen C. Kleene of the College of Letters and Science, University of Wisconsin, said that he was looking for "first rate minds" for faculty positions, too, and that such individuals would find places in the academic community. John L. Hulteng, former dean, School of Journalism, University of Oregon, agreed and said that this should apply to former practitioners hired for the journalism faculty as well as the Ph. D. candidates. Several administrators said that the truly professional practitioners who joined a faculty grew as a scholar on campus and did not ride on their past laurels in the newsroom.

J. Edward Gerald of the School of Journalism and Mass Communication, University of Minnesota, put it this way:

"I've never seen a first class mind that hasn't been improved by a first class journalism graduate program or a second class mind that was much improved by a first class education."

New technology training

John E. Leard, executive editor, Richmond (Va.) Newspapers, presented a "working paper" on the new newsroom and printing technologies and added that even smaller papers were putting in new equipment at an increasing rate. He argued that essential information should be added to existing editing courses rather than set up as yet another graduation requirement.

One professor said that he recently received word that, starting immediately, one of the large newspaper groups would no longer hire journalism graduates unless the knew how to use electric typewriters. Thus they would have taken the first step toward producing copy suitable for optical scanning.

Like the daily papers which are spending huge sums to innovate their plants, journalism schools and departments are allocating funds for equipment improvements. For instance, Dean Wayne A. Danielson of the School of Communication, University of Texas at Austin, reported that his institution is spending up to \$250,000 for an electronic/computer media center which will be used by journalism students.

(Continued on page 72)

Managing editor's reports show what's been happening

The following reports presented in a summarized form were developed by seven Associated Press Managing Editors association committees. The reports, which are issued each year in advance of the APME annual meeting, review significant trends and events in the news reporting areas.

NEW TECHNOLOGY

By Joseph M. Ungaro
Providence Bulletin

The "electronic tomorrow" that has been on the horizon for our newsrooms since the beginning of this decade moved—but at linotype speed—in 1973.

A survey by the Associated Press Managing Editors Association's New Technology Committee showed these trends:

- There is no one approach or system developing that is going to set a pattern for the industry.

- Most newspapers are talking, studying and planning about moving into the electronic era but few actually plunged and made substantial changes in 1973. However, if the expectation of editors as stated in the survey proves true, the pace should pick up substantially next year.

- Optical character readers (scanners) continue to be the most popular first step and probably will continue to be so in the future.

- While very few newspapers (only 37 in the survey) say they do not see video display terminals in their future, the addition of this equipment is still moving at a slow pace.

- Plastic plates—rather than thin metal plates—appear to be the choice of those publishers with letterpresses that have years of good service left. But no one plastic plate has emerged as the pacesetter.

- The number of papers planning to or are in the process of converting to offset printing continues at about the same pace as that of the last decade, but with more larger papers joining the trend.

- Photocomposition appears to be on virtually everyone's horizon. Only seven papers in the survey said they did not have plans to convert to photocomposition.

- Automation has not come easily to those newspapers with labor unions. A number of papers report extensive negotiations and some compromises with the International Typographical Union (printers). Three papers report difficulties with the American Newspaper Guild over use of electric typewriters and the scanner.

- Automation of our news library is still in the experimental stage with only a small number of papers involved.

SPORTS

By Ed Heins
Des Moines Register

One of the prime considerations of any sports editor, in fact, of any editor, is how his product is received by the readers.

In this regard, sports editors have, in our opinion, put too little emphasis on one important facet of the potential reading audience, the women in the population.

In the past, there was a general idea that the sports and financial sections were for the men and the "women's" sections were for the females.

One of the major facts of life in the sports business is that television is a dominant factor.

There is a little doubt that television sports is having an impact on the amount of time people spend with their Sunday papers.

Newspapermen have two choices: they can try to ignore the phenomenon of television sports or they can acknowledge that it is an important factor about which there should be coverage.

We will be working with the AP managers in New York to see if something can't be done about experimenting on the wire with a national column of criticism and comment on television sports programs and personalities.

FREEDOM OF INFORMATION

By John R. Finnegan
St. Paul Dispatch-Pioneer Press

Access to police blotters or arrest records is becoming a serious problem. At Clarkston, Washington officials closed the blotters to newsmen. In California, some editors are attempting to insure access to such records. The Kansas attorney general warned newsmen that records kept by law enforcement agencies may be public but pointed to a law which provides penalties for those who "maliciously" disseminate police records.

In Minnesota, there is a growing practice among sheriffs and people to refuse to identify individuals arrested until after they are formally charged.

In Maryland, the editor of the *Bay Times* of Stevensville forced open the non-support records by bringing an action in circuit court.

Northern Illinois University did a study which showed that when governmental agencies go behind closed doors, many newspapers do not protest editorially or carry news stories on the practice; nor do some papers investigate whether the prac-

tice is in violation of the state open meeting law.

The Illinois study reflects conditions that exist in many states.

As more states and local units of government go into electronic record storage, the media will find it more and more difficult to keep records open. Editors should watch for and examine proposed legislation in their states dealing with the problem of electronic record storage and retrieval and the need to keep some personal information confidential. Newsmer should be involved considering solutions to those problems on state and national levels.

GENERAL NEWS

By George N. Gill
Louisville Courier-Journal

Watergate towered above all other stories during 1973.

The APME General News Committee questionnaire was mailed July 24, 1973, in the heat of the televised Senate hearings. Replies were received from 345 of the 900-plus editors on the APME mailing list. A summary of the findings:

- Even though the majority of those responding thought that newspapers have performed "exceptionally" in uncovering and presenting the story of Watergate, the margin was not great: 180 editors checked "exceptionally," 110 checked "adequately" and 18 checked "poorly." Some of the strongest comments of the entire survey came from those editors who strongly castigated the performance of newspapers other than the *Washington Post* and, to a lesser degree, the *New York Times*. Wrote one editor: "The fact is that most of the nation's newspapers—perhaps 99 percent did nothing about Watergate when it mattered, in the early days after the break-in. The stories were treated like what Nixon said it was—a third-rate burglary. Most of the press failed to recognize the importance of what had happened."

- By a large margin the majority of editors responding felt the credibility of newspapers has been enhanced by Watergate. The score: 268 checked "enhanced" credibility, 15 checked "diminished," and 46 checked "no effect." However, many commented that newspapers are basking in a favorable light created by only a very few papers and that this "enhanced credibility" would fade in the future.

- A question on the use of unidentified sources and leaks from grand jury and other confidential proceedings drew an outpouring of comments from editors. The response was narrowly divided: 189 generally agreed with this technique, 140 generally disagreed, and 15 said "it depends." Many editors appeared to agree with this technique in the Watergate case when no other way of obtaining information was apparent. But many editors in their comments expressed a general dislike for unidentified sources and many specifically criticized the use of information leaked from traditionally secret grand jury proceedings.

• Responding editors again closely divided on the question of whether newspaper coverage has damaged the rights of individuals to fair trials: 160 answered "yes," 164 answered "no," and 19 answered "possibly." Most—130—who answered yes, however, said such reporting would have been done nevertheless. Running through the comments of some editors was one other recurring thought: in these days of mass communications no potential juror can escape knowledge of an event of the magnitude of Watergate and we should rely on the intelligence of the juror to make decisions only on the evidence presented in court.

• Editors who responded to the survey felt overwhelmingly that newspaper coverage has generally been fair to President Nixon: 276 said "yes," 45 said "no," and 8 said both "yes and no." Comments generally centered on the assertion that newspapers have been as fair as possible with a president who has generally declined to personally respond to details and charges in the Watergate case. (Note: the questionnaire was answered after Mr. Nixon's speech of April 30 and his statements of May 22, but before his televised news conference of August 23.)

• Relatively few editors adopted any special techniques or policies in the handling of Watergate stories other than admonishing their copy editors to use special care in handling Watergate copy.

PROFESSIONAL STANDARDS

by Paul Poorman
Detroit News

The Professional Standards Committee during 1973 pursued the contacts first made last year with the Public Relations Society of America.

PRSA agreed to help, largely in the person of Frank Wylie, of Chrysler, chairman of the Professional Liaison Committee.

Wylie conducted a survey of 106 select-PR types, with a view toward exploring how newspapermen look to PR men. It was a damning confirmation of a great deal we learned last year, with some added barbs.

At first glance, it might seem the survey shows newspaper types to come off pretty good. Unless you consider it bad at, in the last year, some newspapers continued to offer combination deals—editorial space in exchange for paid advertising.

Last year's survey showed that 21 newspapers admit they accept ads on condition that a staffer will write a feature piece about the advertiser. This year's survey showed that 41 PR people answered "yes" when asked if such a combination deal had been offered to them—and of these were in the past year.

The individual editor will have to judge whether or not he is offended by the fact that 37 percent of the survey respondents 40 PR men—say they have been asked

for special favors by newspaper people.

The survey, incidentally, included PR people in 35 states plus Canada; 87 men and 8 women; more than 70 percent with over 15 years in the business, and over 60 percent above age 46.

MOOD OF AMERICA

By Edward D. Miller
Allentown Call-Chronical

The APME Idea Club focused its second Mood of America survey on two areas of concern to editors—1. How have readers' attitudes toward government changed, and 2. What impact did Watergate and its coverage have on readers' attitudes toward newspapers?

To answer these questions, the Idea Club borrowed interns and reporters from more than 30 newspapers across the country. These "volunteers" spent several days in their communities conducting interviews with businessmen, politicians, lawyers, housewives, factory workers, students, union leaders and others.

The report was written by Ted Natt of Longview (Wash.) News and Idea Club vicechairman. What do we hear when we listen to America speak of government and the press?

• Americans are taking Watergate in stride.

• The press is emerging from Watergate in a somewhat better public standing than it had when the scandal began breaking last spring.

• A majority of those interviewed across the country favor decentralization of the federal government.

• The way campaigns are conducted and the amounts of money contributed to and spent by them should be changed.

• It has been the men and events involved in Watergate which have been the focus of public belief and disbelief, rather than the press.

• The media had a great impact on people's thinking about Watergate and caused many to change their views about the persons and events involved as the story developed.

• There is a common belief that the individual can have an impact on the federal government, but ideas of how to do it are largely limited to writing letters.

• A significant minority thought there had been enough public discussion about Watergate and that the country and the press ought to focus its attention elsewhere.

• Interestingly, the small minority which said it distrusts the press popped up in enough of the reports to make it noteworthy.

There were some aspects of the survey which have already been reported in the press, based primarily on pollsters' reports. An overwhelming number of persons interviewed felt the President should hold more press conferences, for example. For another, a majority said they didn't think the press was being unfair to the President.

Our critics kept citing our biases as the reason they felt the press was untrustworthy or unfair. It seems to us this is a strong argument for keeping "advocacy journalism" out of the news columns and on the opinion pages. People want the news straight—that doesn't have to mean dull or colorless—without opinion. They want to draw their own conclusions. They get it or think they get it that way on television. If they see the same story in the newspaper and it doesn't read the way they saw and heard it, they disbelieve the newspaper. To us, it means the need for renewed vigor in keeping bias and opinion out of the news columns.

In spite of the television broadcasts and all the time on network TV news, the majority of the public relied on newspapers for information about Watergate: It was important to give Watergate stories ample space and display. The finding tends to negate those who say, "We don't need to give that a lot of space. Everyone is watching it on TV."

Newspapers can fill a real void if they will inform people about how to have more effect on their federal government. Once our papers have told readers how to do it, we can perform a real service by helping people accomplish particular projects. Although letter-writing is effective, there are other ways of having an impact, but people need to be educated and informed. The potential for newspapers is obvious.

READER RELATIONS

By Joseph W. Shoquist
Milwaukee Journal

One of the more remarkable developments among newspaper features in recent years has been the growth of reader-assistance columns, commonly referred to as "Action Line" columns.

The survey was taken by David Beal, business editor of the *Binghamton* (N.Y.) Press, as part of his graduate work at Syracuse University. This is a report of the findings.

Action Lines have had wide-ranging effects on editors, newspaper content, news department budgets, readers and newspaper advertisers.

Editors at some papers believe the columns have also had a role in increasing circulation, although it's extremely difficult to document the scope of this role.

Editors' expectations for the life span of their columns rose during 1968-73. A notably higher percentage of the editors surveyed are more positive in forecasting that their Action Lines will be running in 1975 and 1980 than was the portion of them predicting five years ago that their columns would still be in their papers in 1970 and 1975.

Editors reported that seven of every eight Action Lines have dealt with items leading to local news stories, half the columns have led to more stories about services and protection for consumers and a sixth of them have resulted in new columns providing information or solving

(Continued on page 74)

'Single rate' ad case won by Washington consumerist

The *Washington* (D.C.) *Star-News* has agreed to pay refunds to homeowners whose houses were advertised in auction sales at higher rates than what auction firms paid the newspaper for the space used.

The suit filed by Benny Kass, consumer lawyer, on behalf of government employee Dora Parker, alleged that Thomas J. Owen and a smaller Washington auction firm, Adam A. Weschler & Son, defrauded Washington home owners by illegally inflating their charges for advertising the dates of auction sales of foreclosed homes in the *Star-News*.

The suit alleged the two auction firms inflated their charges by billing home owners at the advertising rate the *Star-News* normally levies for single ads, while the auction firms actually paid a discount rate for the ads.

The suit said this discount rate was 15 per cent to 18 per cent lower than what the auction firms charged home owners for the ads. The difference was kept by the auction firms, the suit charged.

Kass estimated the average refund to individuals whose homes had been advertised by Owen at \$36. The newspaper and Owen have set aside up to \$50,000 to pay for the claims.

The suit arose from a 1971 *Washington Post* story quoting Thomas J. Owen, president of the Owen firm, as saying he received from the *Star-News* two sets of bills for the auction ads he places.

One set was at the regular full advertising rate and was sent by Owen to home owners, or their representatives; paid the full price to Owen, Owen added.

The second set reflected the discount the newspaper gave for volume advertising and was the bill actually paid by Owen, Owen said.

Owen said the difference was his "commission" for preparing and placing the ads.

The class action suit did not refer to the double bills, but it charged the *Star-News* aided the alleged fraud against home owners by giving the lower advertising rate to Owen and Weschler.

Owen and the *Star-News* agreed October 25 to settle the suit, and the agreement was accepted by D.C. Superior Court Judge Eugene N. Hamilton October 30.

Weschler did not participate in the settlement. The action against that firm is still pending.

In the settlement, both Owen and the *Star-News* said the difference between the discount and full advertising rates represented a commission for placing and preparing the ads.

Owen and the *Star-News* agreed in the settlement to set aside up to \$50,000 to cover refunds to persons whose homes had been advertised for foreclosure in the newspaper by Owen from December 12, 1959, to December 11, 1971, the approx-

imate date of filing of the class action suit.

The parties agreed that the refunds would be made regardless of whether a home advertised for foreclosure actually was sold at auction.

The *Star-News* agreed to publish once a week for four consecutive weeks a notice providing forms that can be used for making claims for refunds.

Owen agreed that it would not make a charge for advertising different from the amount actually charged by the *Star-*

News. The newspaper, in turn, agreed it will not provide Owen or Weschler with bills showing charges different from the amount "it will ultimately receive for advertising."

Both parties agreed that Owen could separately charge the *Star-News* for services it performs if Owen informs its customers.

Mill resumes production

Production has resumed at Ontario-Minnesota Pulp & Paper Co. in Fort Frances, Ontario, ending a strike in effect since July 3.

A new two year contract with the International Association of Machinists local provides for wage boosts of 8.5 per cent each year at the 175,000-ton-a-year newsprint mill.

Ad revenues climb

Advertising revenues in newspapers for the first 8 months of 1972, a special spot check of 77 cities by Media Records for EDITOR & PUBLISHER reveals.

The best gains were chalked up by newspapers' strongest advertisers—Financial, Automotive, and Transportation. The softest areas appear to be in the Foods, Tobacco and Alcoholic Beverage classes, but with meat shortages easing and the holiday season coming, improvements are expected with stepped up advertising in all three categories.

The full breakdown was as follows:

Classifications	January through August 1973	August 1972	Gain or loss %
Alcoholic beverages	\$ 21,280,786	22,076,591	— 3.6
Amusements	2,111,030	2,152,007	— 1.9
Cameras, photo supplies & services	3,345,141	2,885,339	+15.9
Educational	3,969,884	3,401,029	+16.7
Farm & garden	9,098,741	8,063,841	+12.8
Foods	32,093,041	32,140,252	— 0.2
Franchise offers	1,069,194	1,066,311	+ 0.3
Help wanted	6,196,767	3,676,235	+68.6
Hotels & resorts	23,219,553	21,361,662	+ 8.7
Household furniture & furnishings	2,216,096	1,959,131	+13.1
Household heating & home heat. equip.	733,643	1,093,568	—32.9
Household supplies	8,220,311	8,384,373	— 2.0
Household equipment & appliances	14,865,608	15,028,245	— 1.1
Industrial	6,745,549	5,257,478	+28.3
Insurance	11,747,900	17,927,523	—34.5
Jewelry, watches & silverware	654,418	1,164,916	—43.8
Mail order	9,984,597	9,074,147	+10.0
Medical products & drugs	4,353,964	3,869,500	+12.5
Pets & pet supplies	1,369,712	1,805,542	—24.1
Political	2,064,013	5,519,101	—62.6
Professional & service	1,204,996	1,119,125	+ 7.7
Public service util. & communications	6,453,771	5,952,411	+ 8.4
Publishing & media	31,386,193	27,443,844	+14.4
Real estate	5,793,614	5,414,956	+ 7.0
Sporting & leisure time equipment	2,157,068	2,283,863	— 5.6
Tobacco	26,942,239	26,915,939	+ 0.1
Toiletries & toilet goods	5,764,598	6,560,902	—12.1
Transportation	70,196,198	61,032,399	+15.0
Wearing apparel	6,845,650	6,293,923	+ 8.8
General not elsewhere classified	6,916,493	5,834,391	+18.5
General total	329,000,768	316,758,544	+ 3.9
Automotive total	73,323,788	66,873,545	+ 9.6
Financial total	102,461,595	79,037,863	+29.6

*Expenditures for classifications listed above were obtained by converting measured linage into dollars at open line rates. Premium space such as rop color, rotogravure and other memorandum newspaper sections were also computed at the open line rates.

Source: Media Records Inc.

Our Man Hoppe

Peace With Honor For Every Parent



Arthur Hoppe

IT WAS a touching ceremony — typical of those being held in so many American homes these days under the new Planned Parenthood Retirement Plan.

Young Irwin Wasp, having finally reached the age of 21, presented each of his parents with a suitably inscribed gold watch and made the customary little speech.

"You have been loyal and faithful parents," he said. "I deeply appreciate your 21 years of dedicated service to me. Frankly, I don't know what I would have done without you. And I certainly hope you enjoy your richly-deserved retirement."

His father, Wilbur Wasp, delivered the response: "Thank you, Irwin. I know I speak for your mother, too, when I say what a great pleasure this occasion is.

"During the 21 years we worked for you, there were, it is true, some trying times — beginning with diaper rash and colic, extending through the usual childhood diseases, two expulsions from school, three arrests for inciting to riot and, of course, 7374 attempts to get you to clean up your room, which, by the way, we have now simply walled up.

"But there have also been many rewards and I'd like to cite an example, if I could think of one.

★ ★ ★

"SO LET ME instead," continued Mr. Wasp. "pay tribute to the bold vision and humane concepts behind the Planned Parenthood Retirement Plan.

"With the advent of simple contraceptive devices in the 1970s, it became clear that the problem of parenthood no longer included avoiding having unwanted children. It was getting rid of the ones you already had.

"Being a parent, all parents agree, is a tough, nerve-jangling, ulcer-producing job, comparable to working a 24-hour shift seven days a week in a boiler factory.

"Yet the boilermaker enjoyed one tremendous advantage over the parent: no matter how harried or bored or frustrated he was during his hours of drudgery, he could solace himself with dreams of that golden day when he would retire — leaving the boiler factory behind forever to devote his remaining years to thinking only of his pleasure and comforts.

"But the parent! Since the dawn of time parents have been granted no such benefits. The only release from their grueling jobs was, I shudder to say, senility or death.

"The new Planned Parenthood Retirement Plan has corrected the worst of these inequities. True, we won't get back a penny of the \$50,000 we spent these past 21 years working for you. True, we won't receive a pension. But we will have the retirement benefit we most wanted — retirement.

"And now that we have retired, your mother and I plan to devote our new leisure time to worthy causes. Our first will be to join the fight to lower the retirement age to 18. Thank you."

★ ★ ★

IT WAS a week later that Mrs. Wasp approached her husband, telephone in hand. "It's Irwin," she said with a frown. "He's lost his job, smashed up his car and been evicted by his landlady for failing to clean up his room."

"Tell him," said Mr. Wasp, leaning back in his easy chair and opening his newspaper with a contented sigh, "that I've gone fishing."

Chronicle Features

SYKES SEES NATIONAL RISE AFTER PHASE IV

National advertising, currently running even with last year, should move to higher ground in the second half of 1974, according to James W. Sykes, president of the Newspaper Advertising Sales Association and chairman and chief executive officer of Sawyer-Ferguson-Walker.

"The end of Phase IV should jolt food, liquor and automotive lineage upward and help carry newspaper national revenue to levels above its projected \$1.1 billion 1973 pace," Sykes told this visitor in a wide ranging discussion the other day.

"The individual newspaper, working in tandem with its representative can do much to develop additional national lineage," said Sykes. "It can provide current market data gleaned from its own surveys and from its contacts with regional and local distributors. It can send tear pages of competitive ads from neighboring market newspapers and regional magazines. It's much more useful for the newspaper to send their representative an ad which appeared in a nearby newspaper for solicitation than one from 1000 miles away—which some newspapers do."

Stay tuned in

These tear pages are useful in showing a national advertiser what the competition is promoting as well as giving him an insight into the distribution pattern of the competing product. "Because most national advertising is bought on a regional basis depending upon the climate, the availability of product and the competitive situation, the newspapers' representative can do a better job if he is kept tuned in to these local marketing factors. Such data should accompany the tear pages."

On the same theme, Sykes alluded to the objection some publishers have to the employment of newspaper representative

firms. They feel that the representative is selling 20 or 30 newspapers and thus no one newspaper gets full attention. "This is just not so," replies Sykes, "because while some newspaper schedules will include a wide swath of the country, generally national advertisers place their ads on a market by market basis. The representative makes his presentation for the newspapers he represents in the markets the advertiser has under consideration."

Referring to the complaint voiced by members of Ad-Zecs at the recent meeting of the Florida Newspaper Advertising Association (E&P, Oct. 27) that the Newspaper Advertising Bureau ignores the basic market appeal of smaller newspapers, Sykes said he saw some light at the end of that tunnel.

Having just returned from the Board meeting of the Directors of NAB in Sea Island, Ga. which he attended in his capacity as president of NASA, he said "It came through clearly that the Bureau recognizes its obligation to smaller newspapers and in its proposed expansion plan these newspapers will receive greater attention. I would say that their objections of today have every likelihood of being satisfied tomorrow."

Reps work closely with NAB

His attendance at the NAB Board meeting was in line with a close working partnership that exists between the 80 sales organizations comprising NASA and the NAB. Its current projects, in cooperation with the Bureau, involve dissemination of two major presentations this fall in the 10 NASA Chapter cities:

a. *The Future of Food Retailing*—Target accounts, smaller regional accounts to be supplied by NAB.

b. *Auto Dealer Association*—NASA will

supplement Bureau showings of this easel presentation, which has just been completed, at regional levels.

Before moving over to the representative firm which he now heads and which is one of the nation's leaders in national revenue billing, Sykes was national advertising director of the New York Herald Tribune, which carried more national advertising than all but one newspaper. With that background he views the selling problems facing newspapers from the perspective of a newspaperman. He is particularly irked by the national classifications from which newspapers have been shut out and is dedicated to bringing them into the fold. One of the largest, in this category, he notes, is household supplies, closely followed by cosmetics and appliances.

While considerable national advertising dollars flow into newspapers in these classifications via cooperative advertising, most strictly national ads go into the Sunday supplements which provide the vivid color many advertisers desire for effective brand identification.

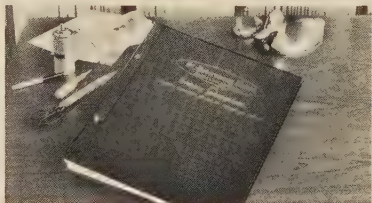
One of the largest soap manufacturers, Sykes told us, is currently conducting a test program to determine the effectiveness of newspapers. "Hopefully," he said, "it will prove successful and open the door to the Levers and the Colgates."

Better research

A most helpful development toward breaking the barriers for such advertising has been the dramatic upgrading of newspaper research. "Not only has individual newspaper research techniques been improving but the continuing fine work by the NAB in this area," he said, "has given us an arsenal of sales ammunition that has won increasing respect from advertisers and agencies." He also noted that the advent of researchers like Simmons, Markets in Focus and other syndicated services into the newspaper scene along with the pending ABC demographic development project are putting newspapers closer to a footing with other objectively measured media that fit into this computerized era of media buying.

As national president of the Newspaper Advertising Sales Association (until recently known as American Association of Newspaper Representatives) Sykes sees the role of his 80 member organization with 300 offices in 10 chapter cities from coast to coast as complementing the work of the NAB. Where the Bureau sells the newspaper as a medium, members of NASA get down to bedrock selling the individual newspapers they represent using NAB presentation material in conjunction with particularized newspaper data. Their large corp of salesman are able to bring the message into regional and local buying influences. If the survey recently unveiled at the Hot Springs Va. confab of the Association of National Advertisers is any indication of the shape of things to come in the media buying sector, NASA members will be making more calls on individual advertisers than ever. Of the 200 companies that participated in the survey, 67% thought there would be increased use of creative-only shops while the remainder of services, including media buying would be performed by the advertiser or his house agency.

Tell your customers to place their ads somewhere else.



An unusual marketing theory on the surface, but when the somewhere else is a Lester A. Stone scrapbook, it can add up to a substantial sales increase.

Because when you present someone with one of our scrapbooks, you're giving him a very effective way to record his advertising campaigns and plan new ones.

Take a minute to show him how to use it; how to note sales results in the margins and show him how to record color and preprint inserts.

A simple enough process.

But you know, during all the time we Stones have been selling scrapbooks, we've found that the best way to get someone to take more ads is to ask him to put his ads somewhere else.



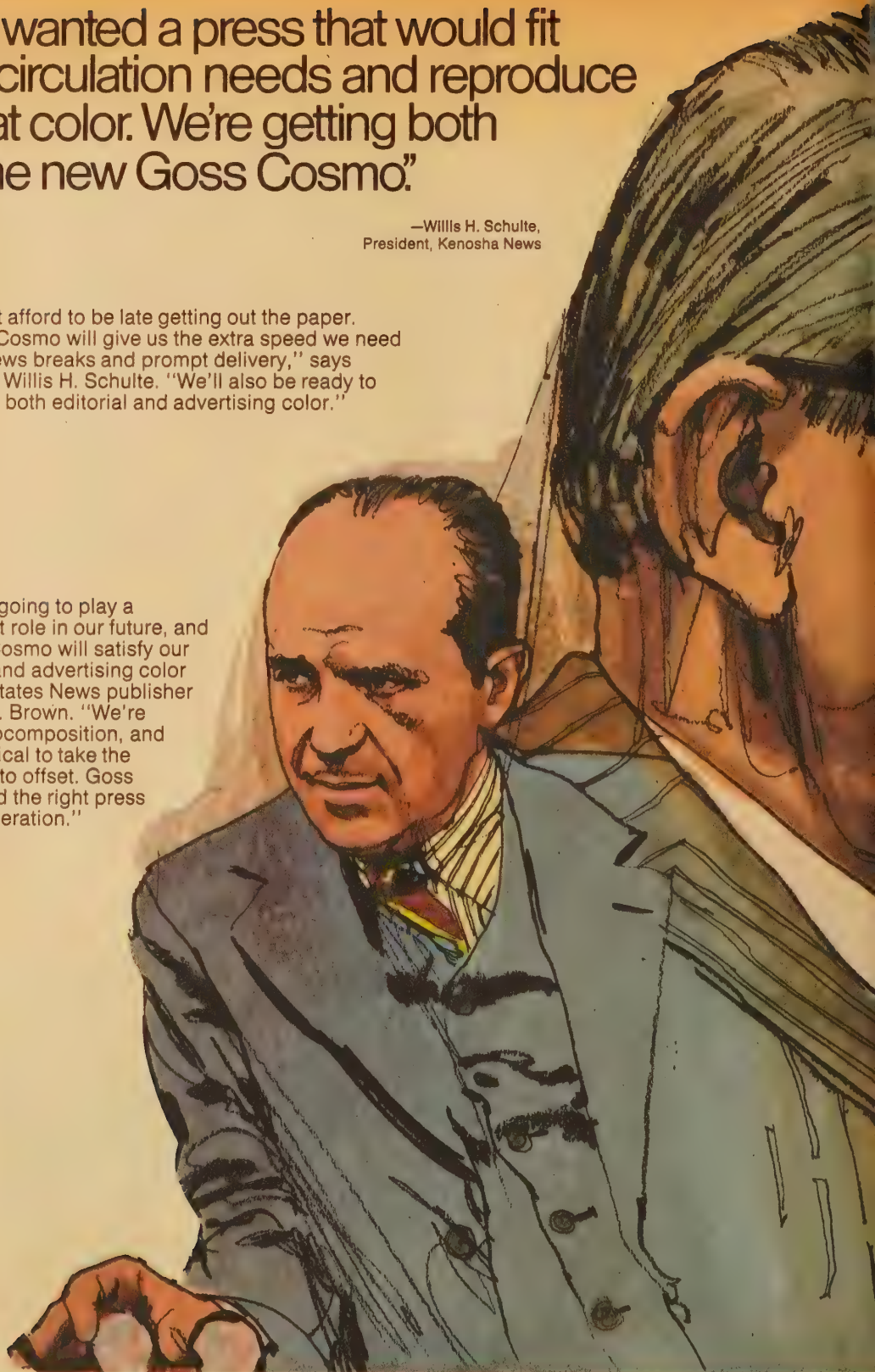
LESTER A. STONE, INC.
P.O. Box 590, Holyoke, Mass. 01040

"We wanted a press that would fit our circulation needs and reproduce great color. We're getting both in the new Goss Cosmo."

—Willis H. Schulte,
President, Kenosha News

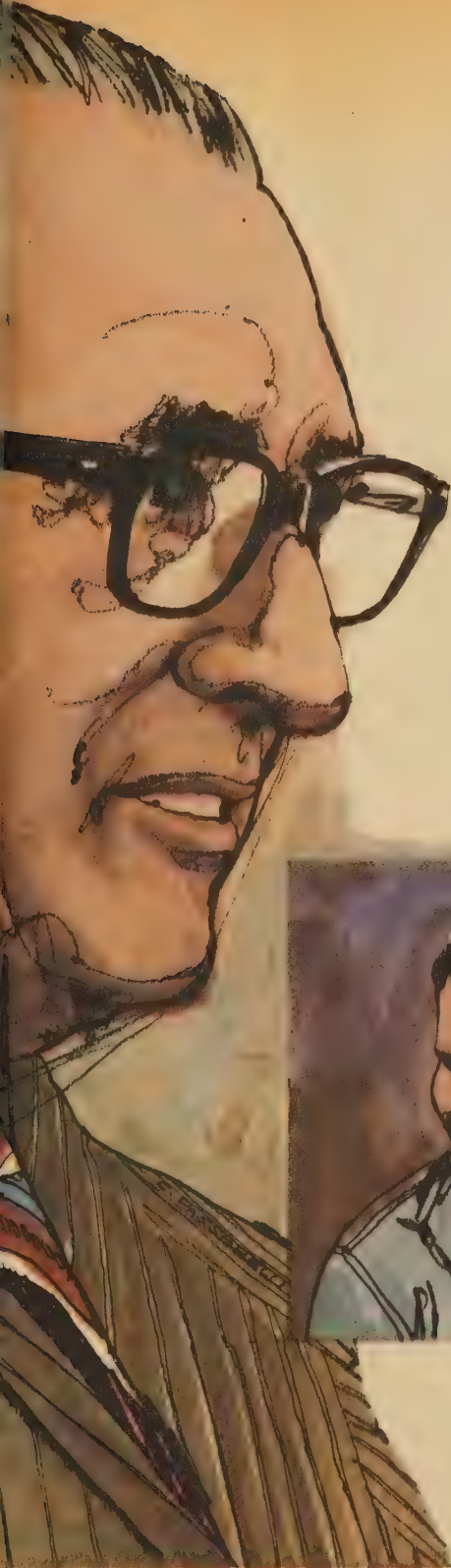
"We can't afford to be late getting out the paper. The new Cosmo will give us the extra speed we need for late news breaks and prompt delivery," says President Willis H. Schulte. "We'll also be ready to grow with both editorial and advertising color."

"Color is going to play a significant role in our future, and the new Cosmo will satisfy our editorial and advertising color needs," states News publisher Howard J. Brown. "We're into photocomposition, and it was logical to take the final step to offset. Goss developed the right press for our operation."



This advertisement was printed on a Goss press on 32-lb. newsprint. For complete information about the new Cosmo, call or write: Goss Division, MGD Graphic Systems, 5601 West 31st Street, Chicago, Illinois 60650.

"Going offset will give us improved reproduction," says Eugene W. Schulte, Vice President and Business Manager. "Improved color is certainly important. We'll go from photocomposition to press with faster throughput. Our plate costs will also be reduced."



"Changing to offset is a big challenge," reports Stanley Prostko, Press Room Foreman, who has been with the News for 30 years. "The Cosmo has a lot of automated features, but we'll still need the human touch for quality control. I think we'll do some great color work, too."



MGD Graphic Systems Division
Rockwell International

Where science gets down to business.

NEW BUILDING DEDICATED

Arizona State University dedicated its \$2.4-million Charles A. Stauffer Communications Arts Building last week. The four-story building houses the mass communications, journalism, broadcasting, speech and theater arts departments of the university.

Although the building features such state-of-the-art technology as video-taping equipment, the communications building also houses a number of historic exhibits.

Reproductions of famous front page newspaper stories, ranging from the San Francisco earthquake to the Kennedy assassination, are framed and displayed in the lounge and reading room on the first floor, furnished by Eugene C. Pulliam, publisher of the *Phoenix Republic & Gazette*.

Also located on the first floor are the offices of the *State Press*, four-day-a-week campus newspaper produced by journalism students, and a seminar room to be dedicated to the late journalism professor Ernest J. Hopkins who taught many of Arizona's prominent newsmen.

Broadcasting facilities and backup electronic equipment occupy the center's two-story west segment, which contains over half of Stauffer's space. Also included in the west segment is the new home of ASU's public television station KAET, channel 8. The station has a staff of 24.

Photography lab and darkroom space is located in the basement of the building.

The building is named for Charles A. Stauffer, an alumnus of ASU's predecessor, Tempe Normal School. Stauffer became co-publisher and later board chairman of the *Arizona Republic* and *Phoenix*.

Rice scholarships awarded to two

Two students in the School of Journalism at the University of Tennessee, Knoxville have received Grantland Rice Memorial Scholarships totaling \$2,250 for the 1973-74 school year.

They are Randy Schultz, West Hartford, Conn., and Charles Johnson, Palm Springs, Fla. The two scholarships make 12 Rice awards, totaling \$14,900, given to UTK students over a six year period.

Schultz is sports editor of the *UT Daily Beacon*, student newspaper. He was a Magazine Publishers Association intern this past summer with *Field and Stream* magazine.

Johnson, a senior, is a former sports editor of the *UT Daily Beacon*. For the past year he has been associate editor of the *Southeast Farm Weekly* in Knoxville, and also has written for *Sports Digest*.

The Grantland Rice awards are derived from a fund established by Robert W. Woodruff of Atlanta, board chairman of the Coca-Cola Company, in honor of the sports writer who died in 1954. The fund is administered by The New York Community Trust.

Gazette. Stauffer, who received ASU's first honorary doctor of laws degree in 1951, died in 1970.

The school has 487 students enrolled as majors in mass communications: 208 specializing in journalism, and 279 in broadcasting.

About 200 persons, including members of the Stauffer family, toured the 72,000-square foot building prior to the dedication ceremonies.

Hugh Downs, former television personality and author and now a resident of Arizona, delivered the major dedication address.

"Journalism will appear to some to be too radical and to others to be too conservative, but on balance, it is doing its job," Downs said.

"The need for more flow of information, set in perspective, fair, as objective as possible and un-influenced by special interests as possible—this is the challenge now to electronic and print journalism," he added.

Among those attending the dedication ceremonies were: Hartford Gunn, president of the Public Broadcasting System; William Harley, president, Association of Educational Broadcasting; Burt Freireich, president, Arizona Newspapers Association; Rep. John Rhodes (R-Ariz); and Dr. John Schwada, president, Arizona State University.

Kenaf plant is studied as a pulp substitute

With the newsprint shortage foremost in mind, University of Florida researchers are looking into the possibilities of producing pulp from a hibiscus variety known as Kenaf.

They are experimenting with the plant, which looks somewhat like marijuana, and they say pulp from it could possibly be the biggest thing since the industry learned how to make paper from pine trees.

One of the unusual things is that the crop could be harvested annually, whereas pine trees usually require over 15 years.

The plant is a native to Africa and Asia but the Florida researchers are bringing in seeds from Guatemala and El Salvador.

Canadian media study

Syracuse University has been awarded William H. Donner a Foundation grant to establish a program for the study of Canadian mass communications.

The grant, in the initial amount of \$150,000, will be used to set up a program in Canadian communications studies and research in the S. I. Newhouse School of Public Communications. The program will begin in 1974.

The remarkable book that extends the famous CRAM COURSE METHOD of teaching copy editing and headline writing . . . the method developed by Carl Riblet, Jr. and proved a thousand times over—

THE SOLID GOLD COPY EDITOR

by Carl Riblet, Jr.

A book that will be of help to every newspaperman and newspaperwoman

More than 1000 newspapers already have purchased the book for their staffers, often in multiple quantities.

What THE SOLID GOLD COPY EDITOR will do for YOU—

MANAGING EDITORS:

- It will help you build a first-grade copy desk
- It will help you keep your desk staffed with able editors

STAFFERS:

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Right of access: How has it fared in court?

By Walter L. Hall

The July 18 decision of the Florida Supreme Court upholding a 1913 candidates right-of-reply statute is the first major decision supporting a "fairness" doctrine for newspapers.

The Court's decision involved a radical new interpretation of the First Amendment which has been advanced by Professor Jerome Barron of the George Washington University Law School.

When the Florida court stated: "The right of the public to know all sides of a controversy," it was but echoing Barron's theory that freedom of the press belongs to the people and not to the press.

Barron's concept of freedom of the press is best summed up by Richard Reid in his book (*The Morality of a Newspaper*). Reid says: "Freedom of the press belongs primarily to the people, and not to the press, and when this right interferes with a higher right the people have a right to regulate it."

In capsulized form Barron's suggestion is that the number of newspapers are declining (or their ownership is becoming

(Hall, a masters degree candidate at Southern Illinois University, is a former reporter for Galesburg (Ill.) Register-Mail.)

more centralized), thereby creating a monopoly to which few have access. Thus, a person or group which has been criticized in a newspaper has no effective way of answering or presenting his point of view.

Such people, denied access to the media, will express themselves through violence, says Barron. To prevent this violence and eliminate information vacuums, access to a newspaper's pages must be guaranteed, he says.

However, Prof. Barron's reasoning has had a hard row-to-hoe because traditionally the courts have been very reluctant to rule in favor of restraints on the press. There are, however, court cases on record, particularly in editorial and political advertising, which support Barron's point of view.

In the *Lee v. Board of Regents of State College* (306 F. Supp 1097 and *Chicago Joint Board, Amalgamated Clothing Workers v. Chicago Tribune Co.* (307 F. Supp 422), the decisions reached by the courts are exactly opposite.

In *Lee* the court ruled that the college newspaper could not refuse to accept editorial advertising. The decision was the culmination of a long line of decisions beginning with *Schenck v. U.S.* (249 U.S. 47, 1919) and *Terminiello v. Chicago* (377 U.S. 1, 1949). These cases referred to an individual's freedom of expression and provided that the right could be restricted only when proof of "clear and present danger to society existed." (*Lee* case).

In 1946 the Supreme Court ruled in *Marsh v. Alabama* (326 U.S. 501) that it was permissible for a Jehovah's Witness to distribute literature on the sidewalks of Chickasaw, a company town belonging to a private corporation.

In *Marsh* the court stated: "Ownership does not always mean absolute dominion. The more an owner, for his advantage, opens up his property for use by the public in general, the more do his rights become circumscribed by the statutory and constitutional rights of those who use it."

In the case of *Wolin v. Port of New York Authority* (268 F. Supp 855), court allowed peace groups to distribute litera-

ture in a privately owned bus terminal by deciding "dedication of property to public use in effect dedicates it to the exercise by the public of constitutional rights." The lower court was upheld on appeal by a decision which said "We should in these times be mindful that to the extent we secure legitimate and orderly means of communication for all views, we create conditions in which there is no incentive to resort to more disruptive conduct." (292 F. Supp 2d 83).

There were two more cases decided in 1967, *Kissinger v. New York City Transit Authority* (274 F. Supp 438) and *Wirtz v. Alameda-Contra Costa Transit District* (434 P. 2d 892). Both were similar to *Wolin* and received similar decisions.

The right-of-access in general received another favorable decision in the 1968 case of *Food Employees Local 590 v. Logan Valley Plaza, Inc.* (391 U.S. 308) which was similar to the *Marsh* decision. These decisions are important because of their dedicated to public use theory.

The final supporting decision is *Zucker v. Pointz* (299 F. Supp. 102). "It is patently unfair in the light of the free speech doctrine to close the students from the forum which they deem effective to present their ideas," said the decision.

In none of the cases cited has free access to a newspaper been the issue; all of the cases revolved around paid editorial or political advertising, or physical access to private property. Indeed, not all cases involving advertising have been resolved in favor of the advertiser.

In the 1933 case of *Shuck v. Carroll Daily Herald* (247 N.W.813) the court stated: "A newspaper is strictly a private enterprise, the publishers therefore have a right to publish whatever advertisements they desire and to refuse to publish whatever advertisements they do not wish to publish."

The court, in discussing the *Shuck* case, referred to *Uhlman v. Sherman* (22 Ohio N.P. (N.S.) 225) and rejected the doctrine established by that case as it had been before two other courts and both had rejected the doctrine.

The court stated in *Shuck*: "The newspaper business is an ordinary business. It is a business essentially private in nature—as private as that of a baker. . . . If a newspaper were required to accept an advertisement, it could be compelled to publish a news item. If some good lady gave a tea, and submitted to the newspaper a proper account of the tea, and the editor of the newspaper believing that it had no news value, refused to publish it, she, it seems to us, would have as much a right to compel the newspaper to publish the account as would a person engaged in business to compel the newspaper to publish an advertisement of the business that person is engaged in."

In still another advertising decision, *Approved Personnel, Inc., v. The Tribune Co.* (177 So. 2d 704, 1965), the court stated: "The law seems to be uniformly settled by the great weight of authority throughout the United States that the newspaper publishing business is a private enterprise and is neither a public utility not affected with the public inter-

(Continued on page 26)

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Tulsa Ranks High In Building Permits

Tulsa, the 43rd city in population in the country, ranked 17th for building permits issued the first seven months of the year, Dun & Bradstreet, national business survey firm, reported today.

The \$143,937,111 total was well ahead of Oklahoma City's \$111,834,178.

The Oil Capital had another good month in August of more than \$17 million which was a continuation of the hot pace.

Cities larger than Tulsa, other than Oklahoma City, which had lesser permits for the seven months included Detroit, Baltimore, Washington, Cleveland, Milwaukee, Boston, St. Louis, New Orleans, Seattle, Pittsburgh, Denver, Kansas City, Buffalo, Nashville, San Jose, Minneapolis, Fort Worth, Toledo, Portland, Ore., Newark, Oakland, Louisville, Long Beach, Omaha and Miami.

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Right of access

(Continued from page 24)

est. The decision appears to hold that even though a particular newspaper may enjoy a virtual monopoly in the area of its publication, this fact is neither unusual nor of important significance. The courts have consistently held that in the absence of statutory regulation on the subject, a newspaper may publish or reject commercial advertising tendered to it as its judgment best dictates without incurring liability for advertisements rejected by it."

Also deciding along the same lines, concerning editorial advertising, a Texas appeals court decided in *Mid-West Electric Cooperative Inv. v. West Texas Chamber of Commerce* (369 S.W. 2d 842): "The publishers of newspapers or magazines are generally under no obligation to accept advertising from any and all who may apply for its publication, but are free to deal or decline to contract with whom they please."

The important case however, is the *Amalgamated* case (cited earlier) because the court in deciding the case made specific reference to Prof. Barron's article in the *George Washington Law Review* ("An Emerging First Amendment Right of Access to the Media" Vol. 37, No. 3, 1967, pg. 487).

The court rejected Barron's notion that a newspaper is a quasi-public body and therefore subject to controls such as im-

posed by the F.C.C. upon broadcasters (*Red Lion Broadcasting Co. v. F.C.C.* 395 U.S. 367, 89 S. Ct. 1794, 23 L. Ed. 2d 371, 1969).

The court also reaffirmed Judge Warren Burger's opinion in *Office of Communication of United Church of Christ v. F.C.C.* (395 F.2d. 1003) which said: "A broadcaster has much in common with a newspaper publisher, but he is not in the same category in terms of public obligations as imposed by law. A broadcaster seeks and is granted the free and exclusive use of a limited and valuable part of the public domain; when he accepts that franchise it is burdened by enforceable public obligations. A newspaper can be operated at the whim and caprice of its owners; a broadcast station cannot."

In the area of requiring a newspaper to print a letter-to-the-editor, *Lord v. Winchester Star, Inc.* (190 N.E. 2d 875, 1963) in a brief decision stated that the petitioner had no right to require a newspaper to print a letter-to-the-editor.

Right of access to a newspaper is still a developing area of communications law and until the Florida decision no major court has ruled on the question of enforced access.

Main decision lines

Thus far, two main lines of decisions have evolved. The decisions most favorable to Prof. Barron's theory and which tend to support the Florida Supreme Court decision follow the dedicated to public use theory. The more a private property is used to serve the public then

the greater the application of First Amendment Rights to the public. Barron interprets the First Amendment similar to Richard Reid.

The second line of decisions follow the more conventional path in which newspapers are private in nature and follow the *Amalgamated* line. The dedicated to public use theory is an attempt to graft physical access cases onto an area traditionally given strong constitutional protection.

Judge Marovitz in *Amalgamated* says: "The press is treated with special constitutional regard. No other private industry organization has been afforded any protection similar to that granted the press under the First Amendment."

The problems of such open access are discussed by Judge Marovitz and are similar to those mentioned by the *Miami Herald* (E&P, July 28, pg. 9). "There is scant, if any, middle ground between minor meddling and full abridgement," says Marovitz.

If the U.S. Supreme Court grants certiorari in the *Miami Herald v. Tornillo* it will mark the first time that a case involving enforced access to a newspaper has reached the court. Regardless of which line of decisions the court accepts, the outcome will be of significance for all newspapers.

'No contest' plea entered by reporter

Former *Detroit Free Press* reporter, Howard Kohn, pleaded no contest Monday (October 29) to a charge of knowingly filing a false crime report about an alleged gunpoint kidnapping last Spring.

Kohn, 26, was accused of filing a fictitious crime report May 19 with the Detroit Police Department—a misdemeanor which carries a maximum penalty of 90 days in jail and a \$100 fine.

Kohn, who had been conducting a two-year investigation into Detroit's drug traffic and possible police involvement in drug trafficking, claimed that he had been kidnaped at gunpoint on May 18 and held hostage overnight in a Detroit motel.

He claimed that his abductor indicated that the kidnaping was related to stories Kohn had written about heroin trafficking.

Kohn said he managed to escape on May 19 after the kidnaper's gun discharged during a struggle in a car. Kohn said the bullet passed through the padding of his coat.

After finding discrepancies in the kidnaping account, the *Free Press* suspended Kohn on May 22 and discharged him on June 9.

Ray Dix, IAPA 2nd vp

In the photo of new officers of the Inter American Press Association (E&P Oct. 27, page 10) the name of Raymond E. Dix, Wooster (O.) *Daily Record*, second vice president was inadvertently omitted. Julio de Mesquita Neto, *O Estado do Sao Paulo*, Brazil, was not in the picture.

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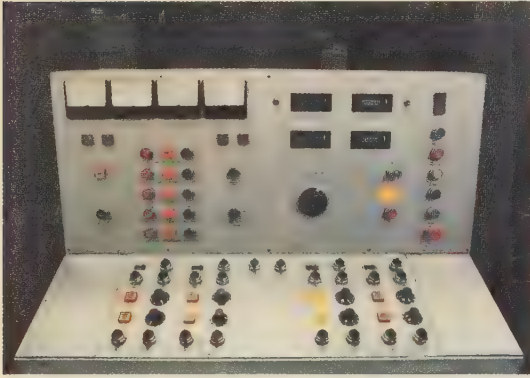
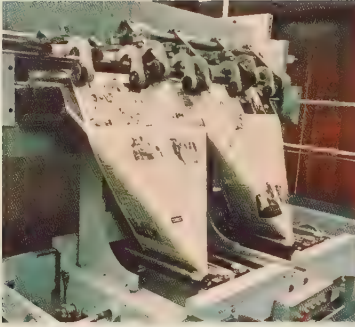
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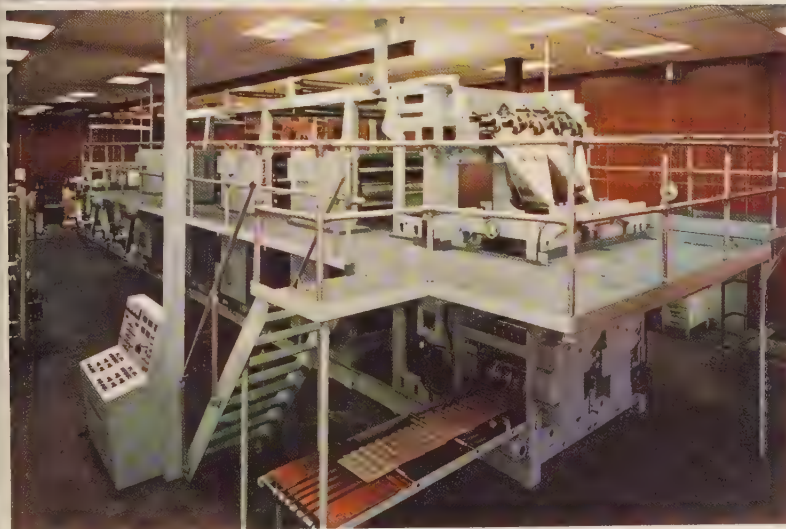
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Fund says restrictions on tv are needed

Prime time network television, by giving Presidents virtually unmatched national access to the public, is disrupting the nation's system of checks and balances in government, a book issued by the Twentieth Century Fund states.

"Our basic point is that technology—in this case television—has without anybody thinking about it, amended the Constitution. There are, as we all know—particularly in these times—in theory three separate, equal branches of government. But somehow television treats one branch, the executive, more unequally than the other two," Newton N. Minow, a former chairman of the Federal Communications Commission who conceived the special report by the fund, said. Other authors of the fund's 262-page book entitled "Presidential Television" are John Bartlow Martin, a former reporter and diplomat, and Lee M. Mitchell, a Washington, D.C. lawyer specializing in communications law.

TV hurting minority party

The authors, who charge that Presidential use of television is putting opposition parties and viewpoints to a serious disadvantage in reaching the public, recommend:

1. Television cameras should be permitted in both houses of Congress for special scheduled prime time evening sessions at which major issues are to be discussed, debated and approved.

2. The opposition party leadership should have the right, by law, to respond to any Presidential address on television for up to 10 months before a presidential election and up to 90 days preceding a Congressional election in non-presidential years.

3. Free prime time television should be made available to Presidential candidates. The two major candidates would receive six half-hour programs in the month preceding a presidential election and candidates of minor parties would receive one or two half hour periods.

4. Live "national debates" between Republican Party and Democratic Party leaders should be presented four times a year during non-Presidential election years on prime time television networks.

The authors of the book commissioned by the 20-member fund board of trustees stress that use of television for speeches gives Presidents an awesome and unfair power.

An electronic throne

In a foreword to the book, Fred W. Friendly, former president of CBS and advisor to the head of the Ford Foundation, writes:

"The drafters of the American Constitution strove diligently to prevent the power of the president from becoming a monopoly, but our inability to manage television has allowed the medium to be converted into an electronic throne. No

mighty king, no ambitious emperor, no pope, or prophet ever dreamt of such an awesome pulpit, so potent a magic wand. In the American experiment with its delicate checks and balances, this device permits the First Amendment and the very heart of the Constitution to be breached, as it bestows on one politician a weapon denied to all others. Free speech and access to the voter presuppose equal tools."

Friendly adds, "Because President Nixon had so much television time on his own terms, he was able to forsake the hurly-burly risks of the news conference."

The book notes, "Presidential television is the president's own explanation of his plans and positions to politicians, legislators, and voters—the national audience of millions. It is the carefully presented presidential 'image.' It is the nationally viewed justification of war, invocation of peace, praise for political allies, damnation of opponents, veto of legislation, scolding of Congress by a chief executive, commander-in-chief, party leader and candidate."

The interplay between newspapers and television over support of Presidents is also cited.

Pierre Salinger, press secretary to the late President John F. Kennedy, is given credit for instituting the idea of having a president's press conference opened to live coverage by TV networks. The book notes that "Like Roosevelt, Kennedy came to office over significant newspaper opposition" and that Salinger early perceived that "by using television Kennedy might bypass the newspapers and reach to the people directly." (Salinger, in a book "With Kennedy," has recalled, "I had to contend with strong disagreement among JFK's closest advisors, much head shaking in the State Department and a near riot among the White House correspondents.")

Jackson hires journalists

The nation's Presidents have always been concerned about informing the American public about their particular goals and programs. George Washington is said to have worried that a draft of a presidential message may be too long for newspaper publication. Andrew Jackson added 57 journalists to the government payroll and inspired charges of "rule by newspaper." Calvin Coolidge was accused of using newspapers for "propaganda purposes." Coolidge's 1924 campaign gave rise to the first charges of unequal radio treatment of the candidates. Herbert Hoover, Coolidge's Secretary of Commerce, led the successful campaign for passage of the Federal Radio Act of 1927, the first comprehensive governmental regulation of broadcasting. Roosevelt began the practice of requesting time from radio networks for live simultaneous nationwide broadcast. In addition, according to the book, "to protect his access to the public, he considered driving newspaper publishers from the broadcasting business. The "Presidential Television" authors write:

"Shortly after election to his third term, finding that more than a third of all radio stations were owned or controlled by newspapers, Roosevelt sent a one-sentence memo to FCC chairman James Lawrence Fly: 'Will you let me know when you propose to have a hearing on newspaper ownership of radio stations?' Fly was willing to look into the question but was deeply involved in other matters and never held the hearing."

Editorial writer quits in dispute over policy

An agreement with reporters that articles written by federal party leaders should not appear on the editorial pages of Ottawa's French-language daily newspaper *Le Droit* led October 25 to the resignation of Marcel Gingras, the paper's chief editorial writer.

Jean-Robert Belanger, publisher, said his chief editorial writer did not agree with the paper's policy of barring its editorial pages to party leaders.

The publisher said this was made policy in the last bargaining session with reporters who had insisted that if party leaders could write for the editorial pages, then union leaders should have the same courtesy.

It was agreed then that such articles should appear elsewhere in the paper.

Belanger said Gingras apparently was not aware of the policy when he accepted an article last week by Social Credit Leader Real Caouette attacking the policies of the Parti Quebecois.

Union officials were able to lift the Caouette article from the editorial page and it was submitted to the paper's managing editor for placement elsewhere.

However, he decided not to run it at all and Belanger said he agreed with the decision. He said Caouette had abused the privilege the paper gave him to write about federal affairs only.

There have been accusations by the Social Credit and Liberal candidates in nearby Quebec charging that *Le Droit* reporters are pro-separatist. About 200 non-editorial workers on the paper held a 20-minute demonstration Thursday protesting what they called lack of balance in reporting of the provincial election.

Under the paper's policy, the three editorial writers for *Le Droit* are assigned fields of responsibility and can write only on these.

Gingras as a result cannot write about the provincial election but has authority as chief editorial writer to reject or modify any editorials written by the other two.

An editorial written by Philippe Gagnon favoring the Parti Quebecois appeared recently but was approved for publication by Gingras, a Federalist.

Belanger said reports that the Gingras dispute resulted from federalist-separatist feelings were exaggerated. It was the paper's internal policies that caused the dispute, he said.

Family Weekly salutes the Southern Newspaper Publishers Association, convening this week in Boca Raton, for its many achievements.

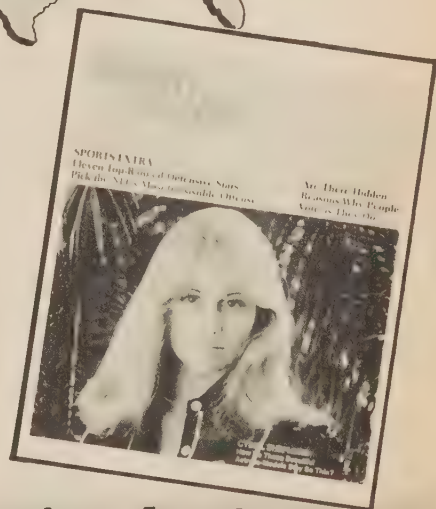
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Justice Dept. issues amended subpoena guides

Attorney General Elliot L. Richardson issued October 16 an order establishing Department of Justice policy with regard to the issuance of subpoenas to and the interrogation, indictment, or arrest of members of the news media.

The policy, primarily, is a clarification, with some amplification, of the guidelines issued by former Attorney General John N. Mitchell after the Supreme Court's decision in the Earl Caldwell case that reporters did not have a constitutionally inherent right to refuse to disclose to government prosecutors and investigative bodies the source and content of published or unpublished information.

Freedom of the press, the Attorney General said in his policy statement, "can be no broader than the freedom of reporters to investigate and report the news." The prosecutorial power of the government "should not be used in such a way that it impairs a reporter's responsibility to cover as broadly as possible controversial public issues."

"In balancing the concern that the Department of Justice has for the work of the news media," Richardson said, "and the Department's obligation to the fair administration of justice," all members of

the Department are required to adhere these guidelines:

(a) In determining whether to request issuance of a subpoena to the news media, the approach in every case must be to strike the proper balance between the public's interest in the free dissemination of ideas and information and the public's interest in effective law enforcement and the fair administration of justice.

(b) All reasonable attempts should be made to obtain information from non-media sources before there is any consideration of subpoenaing a representative of the news media.

(c) Negotiations with the media shall be pursued in all cases in which a subpoena is contemplated. These negotiations should attempt to accommodate the interests of the trial or grand jury with the interests of the media. Where the nature of the investigation permits, the government should make clear what its needs are in a particular case as well as its willingness to respond to particular problems of the media.

(d) If negotiations fail, no Justice Department official shall request, or make arrangements for, a subpoena to any member of the news media without the express authorization of the Attorney General. If a subpoena is obtained without authorization, the Department will—as a matter of course—move to quash the subpoena without prejudice to its rights subsequently to request the subpoena upon the proper authorization.

(e) In requesting the Attorney General's authorization for a subpoena, the following principles will apply:

(1) There should be reasonable ground based on information obtained from non-media sources that a crime has occurred.

(2) There should be reasonable ground to believe that the information sought is essential to a successful investigation—particularly with reference to directly establishing guilt or innocence. The subpoena should not be used to obtain peripheral, non-essential or speculative information.

(3) The government should have unsuccessfully attempted to obtain the information from alternative non-media sources.

(4) The use of subpoenas to members of the news media should, except under exigent circumstances, be limited to the verification of published information and to such surrounding circumstances as relate to the accuracy of the published information.

(5) Even subpoena authorization requests for publicly disclosed information should be treated with care to avoid claims of harassment.

(6) Subpoenas should, whenever possible, be directed at material information regarding a limited subject matter, should cover a reasonably limited period of time, and should avoid requiring production of a large volume of unpublished material. They should give reasonable and timely notice of the demand for documents.

(f) No member of the Department shall subject a member of the news media to questioning as to any offense which he is suspected of having committed in the course of, or arising out of, the coverage or investigation of a news story, or while

engaged in the performance of his official duties as a member of the news media, without the express authority of the Attorney General: *Provided, however*, That where exigent circumstances preclude prior approval, the requirements of paragraph (j) shall be observed.

(g) A member of the Department shall secure the express authority of the Attorney General before a warrant for an arrest is sought, and whenever possible before an arrest not requiring a warrant, of a member of the news media for any offense which he is suspected of having committed in the course of, or arising out of, the coverage or investigation of a news story, or while engaged in the performance of his official duties as a member of the news media.

(h) No member of the Department shall present information to a grand jury seeking a bill of indictment, or file an information, against a member of the news media for any offense which he is suspected of having committed in the course of, or arising out of, the coverage or investigation of a news story, or while engaged in the performance of his official duties as a member of the news media, without the express authority of the Attorney General.

(i) In requesting the Attorney General's authorization to question, to arrest or to seek an arrest warrant for, or to present information to a grand jury seeking a bill of indictment or to file an information against, a member of the news media for an offense which he is suspected of having committed during the course of, or arising out of, the coverage or investigation of a news story, or committed while engaged in the performance of his official duties as a member of the news media, a member of the Department shall state all facts necessary for determination of the issues by the Attorney General. A copy of the request will be sent to the Director of Public Information.

(j) When an arrest or questioning of a member of the news media is necessary before prior authorization of the Attorney General can be obtained, notification of the arrest or questioning, the circumstances demonstrating that an exception to the requirement of prior authorization existed, and a statement containing the information that would have been given in requesting prior authorization, shall be communicated immediately to the Attorney General and to the Director of Public Information.

(k) Failure to obtain the prior approval of the Attorney General may constitute grounds for an administrative reprimand or other appropriate disciplinary action.

A spiral bound notebook designed for newsmen so it will fit an inside coat pocket is being marketed by Portage Newspaper Supply in Akron, Ohio. The cover of the notebook even has space for the reporter's name, address and phone number under a notice that says: "These notes are very important to me. If found, please contact:."

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NEW DEADLINES FOR CLIFF CAMP

Times have changed for Clifton D. Camp Jr.

It's the difference between the *St. Petersburg Times* and the *Sumter County Times*; between daily and weekly; between a steady paycheck and no paycheck.

It is the difference between a paid circulation of 200,000 and 3,000; between 1,600 employees and six.

The difference—it's a classic dream of newspaper people.

The dream shimmers like a rainbow's end. But it shimmers only once in a while—when the newspaperman gets to feeling he's carrying the world around on his shoulders, a new world every day to wrap in paper, fast.

Floods in the Midwest, crisis in the Mideast, a double murder in the next county, the senator's explosive speech, the nine-car pileup, the tender tale of the amputee and his citrus stand, and, for heaven's sake, don't forget the stock market and the horoscope.

And meanwhile, payroll and the shortage of newsprint and . . . Everything's a deadline.

So sometimes newspapermen say tomorrow for sure they'll go hunting the leisurely pace of a weekly, a nice small quiet town somewhere.

Most often, though, they return to the press of the big city press and the world they don't ever talk about loving, but do.

Topnotch executive

Cliff Camp, at 46, is one who did step into that dream, to take his four youngsters back to the kind of country life he knew as a child.

To do it, he left a 19-year career in *St. Petersburg*, along with the titles vice president for administration, secretary-treasurer, member of the board of directors. And security.

A topnotch executive, they say of Cliff Camp at the *St. Petersburg Times*; a man who left at the peak of his career, to change his lifestyle.

It's easy to find the *Sumter County Times*, a white and blue block one-story, facing the tan brick courthouse at Bushnell (population: 707 at last official count).

And at the *Times*, it's easy to find publisher Cliff Camp. Just inside, the door stands open to his compact paneled office.

Missing names

There's publisher Camp on the phone: crisp striped shirt, brown tie, neat light brown hair, intelligent eyes the shade of wheat or a winter sea.

He frowns, jotting notes on a yellow notepad.

"The Beta Sigma Phi story?"

Opening a copy of the *Sumter County Times*, he turns to page seven.

"Two names omitted. Yes. I'm very sorry; it wasn't intentional. We'll try to do better next time . . ."

It bothers him, those missing names.

"And the other day, a lady called, upset because a wedding reception was cut. I apologized, explained that we were doing the page at midnight Tuesday and it was all we could do; ran out of space."

Midnight—on a leisurely weekly?

He grins. "Our busiest day, Tuesday. Mornings, I get things ready, and make a run to Wildwood to get the latest news from our reporter there. Then we start putting the pages together, stay with it sometimes till 2 or 4 a.m. Wednesday."

In a few hours, they're back, rushing to beat deadline at Inverness—"that's where we print; no press here. We've got to have it all there by 1 p.m. The *Times*, the *Herald Express*, the free ad sheet: our package."

The papers, returned by truck to Bushnell—usually by ad salesman Jack Jackson and Frank Masi—are then bagged for mailing.

"Thursday mornings, we deliver the street copies; about 900, mostly in stores."

"We have to be very careful which papers go in which bag; we watch our lists," Camp says.

Tie day

Camp touches his tie. "This is tie day, Friday. The rest of the week, it's work clothes, for all of us."

In a corner of the office, a blue gold bag stands behind a brown leather chair. "But I haven't used it here yet. Maybe soon. Right now I'm coming down here week-ends, to do the bookkeeping. But my staff's getting so proficient, I expect to be doing that during regular hours."

An elderly man pauses in the doorway. "Liked your editorial yesterday."

"One problem, there are only two or three doctors in the county," Camp says. "And the population is so dispersed, there's no real center."

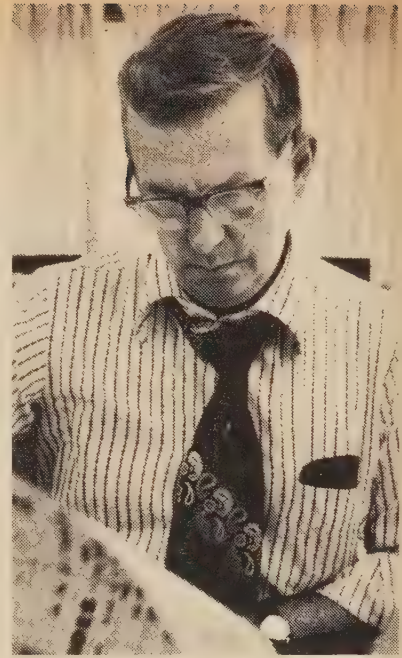
Here comes the managing editor, Dan Hatfield. Tall, in a sport shirt, young as his college degree, walking fast, swinging a camera. "Going out on a prison story . . . No, no trouble. A feature."

He glances at Camp's tie and laughs. "You can get thrown out of offices around here for wearing a tie. Here, you've got to be country at heart."

Being country comes naturally to Camp, raised on a farm at Trenton, Ky. "That's why I made this move. I wanted my kids to know how it is to grow up in the country."

"Funny thing," he says. "Had more trouble finding a home than the business, and I hunted all over the Southeast for the right weekly; considered a small daily in Missouri for a while."

The kind of home he had in mind was "the proverbial hundred-year-old frame house with land, ponies, horses."



Cliff Camp

He finally settled for 16 acres of woods; had a clearing scooped from oaks, pines, palmetto; bought a double-wide mobile home—"those oaks, they elate me."

In the attractive outer office, Willa Brown types at a desk beyond the counter that holds a handbell topping a printed sign: Please ring for service.

The sign's there in case nobody's up front, like on Saturday morning or maybe Tuesday.

Willa Brown, age 20, with short brown hair, big brown eyes, is secretary, receptionist, bookkeeping assistant "and, all day Tuesdays and Wednesday mornings, I work on the paper, set all the type and some of the headlines."

Jack-of-all-trades

That's how it is here. Everybody is everything, or trying to be.

"We're all learning," says Camp. "Our own jobs, and everybody else's. It takes teamwork."

Camp officially took over the paper July 1, but arrived three weeks early "to learn the ropes."

It wasn't that simple. He knew all about the business end of publishing, and he considered himself well informed on other phases of production ("had to be, to answer all those bright beginners' questions").

But he knew nothing about the mechanics. Neither did his staff, all young, all new.

The mechanics of a weekly: the start-to-finish making of a newspaper, a word at a time, by hand.

They sweated out those first weeks: the machines of various sizes and shapes and demands, the photo lab, camera work, the techniques of enlarging and reducing type and pictures, perforated paper tapes that

(Continued on page 36)

Parade is Prime Time Print.

Why? Because it reaches over 35 million readers in 105 influential Sunday newspapers. Prime Time Print ranks with the top network television shows in reach, coverage, impact, response and — most importantly — quality.

You've got a lot going for you from cover to cover.

The editorial philosophy of Parade's Editor, Jess Gorkin, is to be on the news...to be there when the big story breaks...and to present a variety of features that inform, challenge, amuse, entertain and involve the reader.

Features like *Personality Parade*, a potpourri of information about prominent personalities with revealing glimpses into their lives — this regular feature is the best-read thing in print!

And *Intelligence Report*, a weekly special by our Editor-at-large, Lloyd Shearer, who keeps his readers ahead of the news. In a recent scoop, he predicted the Allende government's demise in Chile — 2½ months before the event occurred!

Articles like *My Journal on Watergate* in which Jack Anderson, Chief of our Washington Bureau, told of his personal involvement in the Watergate drama, and gave readers an inside story of the event that was making headlines.

For younger readers, *Keeping Up...With*

Youth covers the teen scene and generates heavy mail telling us to keep telling it like it is.

There's a weekly Food Feature, Humor Features...we could go on and on. But by now you're probably getting the idea. You've got a lot going for you when you go with Parade. It gets read. And we've got the numbers to prove it.

Better read than McCall's, Good Housekeeping, Ladies' Home Journal or Reader's Digest.

Our readers spend more time on each Parade page than they do on any page of these magazines.

And that's why your readers will value the addition of Parade to your Sunday newspaper.

105 great Sunday newspapers know the story.

Why does that number continue to increase?

Because Parade adds color, interest and value to the Sunday newspaper.

Because it helps build circulation.

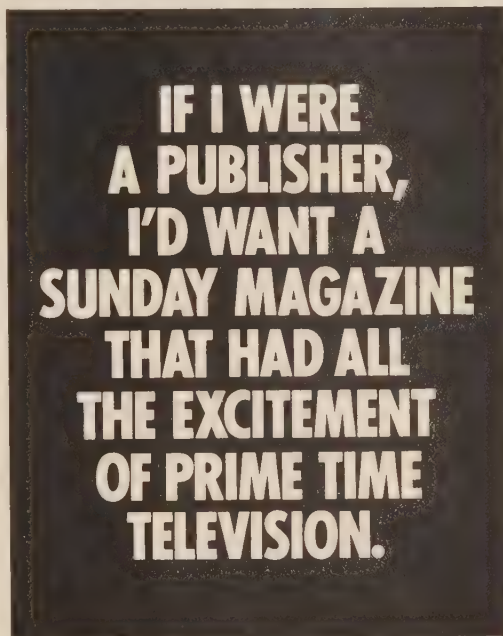
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But don't take our word for it.

Just ask any publisher of the 105 distributing newspapers that carry Parade — America's largest general interest weekly.

Parade

Prime time print



Cliff Camp

(Continued from page 34)

had to turn into words in print that had to turn into pages that people out there would read.

And there were the supplies: "How do you call somebody and say you need film developer—how much, what kind?"

And job printing: "Had a heck of a time figuring the proper size type, setting a price."

And wondering how the readers would react to the new crew on the 92-year-old Times ("everybody's been fine, couldn't be friendlier").

But the monumental worry was: Could they manage to put out the paper at all?

"We were surprised when we did. But the staff is quick to catch on, so enthusiastic. And I've never been very good mechanically, but I'm a good baling wire and cold chisel man." He chuckles. "That means I can make things work somehow. Had to, on the farm."

Losing money

Financially, the publishing venture is still a losing proposition, says Camp, but "I figure I can last two years without a profit, not in \$25,000-a-year style, but I can last. And if I have to, I can always get a job.

"Anyhow, what's money, once you get the wrinkles out of your belly. We're having fun. That's important. You have to enjoy your work or you're no good. My staff does. I do. And the county's going to grow; we'll grow with it."

There have been some gains. "We have 75 new subscriptions.

"And we had our first full page of classified ads this week."

He chuckles. "With six employees, soon to be seven, we have to make it or I'll go broke. But we'll make it."

Making it . . .

That's Willa Brown punching tape out back, typing correspondence.

That's ad salesman Masi ("so sophisticated, Juilliard School of Art") processing film, setting a headline.

That's the managing editor also processing film; selling a classified ad; writing a story, pasting it on a page.

That's the publisher intently proofreading a society notice, covering a story, manipulating an Addressograph.

That's the publisher, desk-oriented, on his feet through much of Tuesday, into Wednesday, the only break an eat-in supper—"I buy."

That's everybody doing some of everything.

Camp waves as Willa Brown takes off for lunch. He strides through a brief hall with a sink, counter and cupboards: "Had a coffee pot here, but we converted this area to storage space."

Among the machines and long work tables of the big back shop there's an old refrigerator, but not for snacks, soft drinks.

Its contents: a coil of copper wiring that juts through the side of the adjacent

water fountain, to cool the water; a box of wax bars used in pasting news on pages; a large measuring cup that holds film developer and thermometer; one large dill pickle (its casing intact) that everybody disclaims.

The refrigerator's one of the things they have to get around to straightening out, says Camp with another grin.

"There are boxes and shelves of stuff we haven't had a chance to check yet. Came across a hand-lettered masthead out here; script. We've switched over to that. Same one on the 1913 Times they found when they opened the cornerstone of the courthouse the other day.

"That courthouse is a major point of pride here; county seat used to be in Sumterville, before the courthouse there burned."

In this room of machines are many signs of the continuing learning process; hand-printed instructions for ready reference.

Above a work table:

Do not move the

hi-lo

dial in the waxer.

And another:

Market report

PMT

70% top button

7 to 10 seconds . . .

In the darkroom:

. . . Check to make sure that all film boxes are closed before turning on white lights . . .

Out front, the phone rings. Camp lopes to his office. He talks a few moments, ends with "Let's go fishing, real soon."

Sells ad campaign

His smile is wider than the display ad he's just sold, "and I got a football sponsor too."

The phone rings again. "Times . . . she's at lunch. Be back soon."

Hanging up, he says, "After 19 years, it's hard not to answer by saying Cliff Camp. I try to remember to say good morning or good afternoon, Times. Like Willa does. But when it's around noon, I forget and just say Times."

A gray-haired man approaches the counter. Camp hurries to help.

Publisher Camp adds digits that total \$46.80, "through September," he says. He tells the customer the display advertising rate is going up; his price, from \$3.60 to \$4.50.

The door closes and Camp beams, saying the customer was paying for three months. "He's a three-incher a week. Didn't bat an eye about the new rate . . . Now, no change in classified; that's okay."

The circulation rate's also going up, from 10 to 15 cents for street sales, subscriptions from \$4 to \$5 in the county, \$5 to \$6.50 outside. "Just had to do it. People seem to be accepting it very well."

The phone again. Camp listens. "Great."

The movers have arrived from St. Petersburg with the Camps' furniture.

"That's really good news. Since my family arrived a couple of weeks ago, we've been sleeping on pallets."

With Willa Brown back, Camp turns to

leave with a question: "Is there anything I should take care of while I'm gone?"

Outside, he slides into his station wagon, bound for the big moment: moving in.

It's a five-mile drive home "and no stop lights—wonderful. But it's so easy, I find myself getting careless."

Lives in mobile home

Off Highway 476, he turns into a sand road that loops through virgin greenery to the long sleek mobile home.

Camp's wife Jane, in shirt, pants and boots, directs the men unloading furnishings from the moving van. Brushing a lock of silvery hair from her firehead, she laughs.

"We'll never do it, fit all this into a trailer; we had such a big place in St. Petersburg. I just don't see how . . ."

The washer and dryer are next. With a wink in her voice, she points to her husband: "Let him show you where they go."

Camp nods, leads the men to the rear of the trailer.

It is very quiet except for the lowing of next-door cows.

The newly carved yard awaits the children away at school: a trike, a red bike and a blue one, a toy tractor, a red wagon with a bed of rain water, rope swings suspended from massive oaks.

Jane Camp watches home come home in the wilderness. "The other day," she says, "one of the kids was chopping at a tree and he said, Mama, if we were in St. Pete, you'd be having a fit, and I said yes, but we're here and you just go ahead and build a tree fort. . . . It was a nice thing."

Camp rounds the trailer, walking soft on the thick russet pine needles, breathing country.

Opening the glossy car door, he waves to his wife, smiles at a rope swing, at the toy tractor left climbing a rise creased in pioneer tire tracks.

Publisher Camp swings the station wagon onto the hard road, headed back to the Sumter County Times. There's still a lot to do.

That's another reason he's smiling, about things to do and deadlines and book-keeping tomorrow and starting next week's editorial . . .

A newspaperman wouldn't have it any other way: the world on his shoulders. His world, big or small.

NBC will air "B.C." Thanksgiving special

Johnny Hart's comic strip character "B.C." will star in an animated television special, "B.C. The First Thanksgiving," on the NBC network Monday evening, November 19. The half-hour special story line will relate how B.C. and his prehistoric characters attempt to capture a turkey for rock soup.

The show was produced by Levittow/Hanson Films, Inc., in association with Field Enterprises, Inc., and Publishers-Hall Syndicate, which distributes "B.C."

How do you get the best unduplicated CPM in Philadelphia? Take The Bulletin.

The only Independent Study* of the Philadelphia Market proves there's only one daily paper that delivers most of the best prospects. And that's The Bulletin. If you add the other two papers together you'll find yourself counting heads twice—and still not getting the readership that counts in the market place. Take a look at the facts from the Belden Study, they speak for themselves.

UNDUPLICATED CPM IN 8-COUNTY METRO PHILADELPHIA.			
	Bulletin	Inquirer	Inquirer/News Net Combination
ALL ADULTS CPM	1,422,000 \$1.74	999,000 \$2.27	1,368,000 \$1.95
ANNUAL HSHLD. INCOME—\$15,000 & Over CPM	464,000 \$5.34	310,000 \$7.32	372,000 \$7.18
COLLEGE GRAD CPM	264,000 \$9.39	202,000 \$11.24	212,000 \$12.59
PROF., MGR., PROP. OFFICIALS CPM	398,000 \$6.23	262,000 \$8.66	301,000 \$8.87
TOOK COMMERCIAL AIR TRIP PAST YEAR CPM	330,000 \$7.52	226,000 \$10.04	258,000 \$10.35
OWN 2 OR MORE CARS. CPM	593,000 \$4.18	400,000 \$5.68	471,000 \$5.67
SPENT \$40 OR MORE ON GROCERIES PAST WEEK CPM	458,000 \$5.41	300,000 \$7.57	392,000 \$6.81

*The Belden Study covers the 8-county Metro Area and also the 13-county primary market. The results are cross-tabulated in our computer. If you want data on your particular target audience it's yours for the asking—fast and free. The more you know, the better we look

Nearly everybody reads The Bulletin.

Evening and Sunday

A view of financial PR from inside the company

By Arthur M. Merims

After more than 20 years as both a corporate public relations manager and a business news reporter, I have come to recognize one principle which characterizes the attitude of most companies toward the press and toward security analysts.

It is this: Aside from the legal requirements for disclosure of material corporate information, mandated by the SEC, most companies believe they have no responsibility to the press, nor to security analysts.

Corporate management views the press and security analysts as conduits for reaching those publics for which it feels a responsibility. To corporations, the press and security analysts are seen as messengers whose function is to disseminate the news. And the corporation is just as annoyed when a reporter or an analyst distorts its message, or abbreviates it, or criticizes it, or refuses to deliver it, as you are when a friend tells you he never got the letter you mailed him.

The corporation does not accept the role of the reporter or security analyst as critic. Even less does it accept their role as protectors of the investing public.

In reply to those who would propose those roles, the corporation would ask: what guarantees do we have that the reporter or security analyst is educated and trained so that he understands our business? What tests does he pass before he has license to censure us? How can we be sure he is seeking the truth and not a juicy vehicle for promoting his verbal talents or the circulation of his publication?

The corporation believes that it can best fulfill its basic responsibilities by effectively managing its operations. Effective management, the corporation believes, involves such activities as long and short range planning, optimizing earnings, investing in growth industries, developing and motivating employees, and the day-to-day tasks of production, finance, marketing, advertising, distribution, research and development, and many other things.

Somewhere near the bottom of its list of activities is management's dealings with the press and with security analysts. For management believes—and is there anyone in the audience who can refute this—that if the business fails, all the best press relations and investor relations will not save the day.

Now that I have suggested the generalized corporate viewpoint toward the financial reporter and the security analyst, let me turn the tables and further suggest that they, in turn, have similar feelings toward corporations and their managements. Does the business news writer or the security analyst feel responsible for the welfare of the corporation? My experience tells me that, barring a few exceptions, the answer is, "no."

Most business reporters or security analysts will as soon damage a corporation in their writings as praise it. Though this article may cost investors millions of dollars in lowered stock prices; though it may cost thousands of individuals their jobs, the financial reporter or security analyst will insist on telling the news "as he sees it."

The whole truth

Notice that I say "as he sees it" and not "as it is." For the reporter is seldom in a position to know the whole truth. How could he? Does he have the time to research the story thoroughly? And if he had sufficient time, would his publication provide the space to enable him to fully explore the subject? Furthermore, will those persons in a position to provide the details, do so?

What I have described here is not meant to imply that mutual respect and even genuine friendship cannot blossom between corporation presidents and individual reporters or security analysts. But though it does happen, relationships of trust and friendship are rare.

Now, where is the corporate public relations man or the investor relations man to be found in this tug-of-war? He is one of those people chosen to serve irreconcilable masters, and to make them break bread together. He does the best he can.

Aware of its legal and ethical duties to communicate to its various publics, the corporation usually hires persons with professional experience in communications to direct its financial PR or investor relations departments. Often these persons were former business newsmen or security analysts. Once these persons enter the corporate world, their perspective changes. From being outsiders seeking to learn details of what goes on within, they suddenly become insiders, privy to all sorts of confidential information. They are now part of a team in an entirely different league. Suddenly they acquire new responsibilities; not the simple sort of taking notes properly so as to quote a speaker correctly, but those that go with representing a large diverse powerful organization, with many interests and personalities dealing with matters that involve millions of dollars and thousands of lives.

Knowing financial press

The corporate public relations man recognizes the need of his organization to communicate to its publics. And he knows that the best way to do so, in terms of speed, in terms of coverage, in terms of cost, and in compliance with the securities laws, is via the financial press and through securities analysts who serve the financial community. And so he spends much of his time encouraging his management to communicate with them.

He does this with the full knowledge

that his management is concerned principally with running the business and planning its future. So he tries his best not to waste his management's time. He tries to become the fountain of as much corporate information as he can so that he can handle inquiries from the press and security analysts without troubling his management. But when he believes direct interviews with the press or financial community are necessary he tries to convince his management to fulfill them.

The financial reporter and the security analyst should recognize that the corporate public relations and investor relations staffers are their staunchest allies within the corporation. The more experienced press people do realize this, but many journalistic newcomers and even some experienced mavericks think of the PR man as an obstructionist. They are unable or unwilling to believe that the PR man is as communications-minded as they are. Often they will try to circumvent him by telephoning directly to the president or chairman. The few times they get through to the top man convinces them that, sure enough, the president wants to speak to them, if only public relations would not get in the way.

Still the PR man perseveres. He makes it his business to know the press people and security analysts who regularly cover his industry. He tries to convince them of his trustworthiness. Confidence and trust are his keys to performance. He knows that he must play fair with the press as he does with his management, or lose his value to both. He tries to serve both with honesty and candor.

I have purposely avoided the nuts-and-bolts of financial relations programs within corporations and have tried to focus on management's philosophy about them. For the techniques of handling these programs vary greatly, from company to company, but there is a great similarity in the corporate outlook toward all of them. If my diagnosis of the current situation in this field is correct, those of us engaged in corporate financial relations work have much to do to build a bridge of trust and respect between the corporation and the financial reporter so that each understands and appreciates the responsibilities of the other.

Merims is corporate public relations manager for the Eastern Region of Motorola Inc. He presented this talk at a seminar in New York City October 16 sponsored by New York University and the Public Relations Society of America.

Murrow fellowship

Council on Foreign Relations, a private, non-profit membership organization engaged in study and research in the field of international relations, announces its annual Edward R. Murrow Fellowship for 1974-75. Established by the Columbia Broadcasting Corporation over twenty years ago, the fellowship is open to those from the media interested and working in the field of international affairs.

Application blanks and further information can be obtained by either writing or calling Zygmunt Nagorski at the Council on Foreign Relations, 58 East 68 Street, New York, N.Y. 10021.

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JOB CLASSIFICATION SYSTEM

Recently the *Daily Oklahoman* & *Oklahoma City Times* dropped their male and female help wanted classifications and broke down their employment section into job categories. This is a decision facing many newspapers these days and one that will have to be acted upon soon if action has not already been taken.

Here are the factors that helped Ed Stanley, CAM at Oklahoma City, make his decision:

"When the volume or quantity of ads within a particular classification reaches a point where it is too time consuming and/or too inconvenient for a reader to locate that which is desired, it is time to break down the classification more specifically so that the reader can more quickly and conveniently find that for which he or she is searching.

Sexless categories

"The volume of 'Employment' advertising in The *Oklahoman* and *Times* prompted our decision to break down this classification accordingly. Also, the confusion by many advertisers over the Civil Rights Sex Discrimination legislation influenced our decision to develop a sexless classification system whereby the employment opportunities are classified by job categories; such as, 'Administrative,' 'Professional,' 'Clerical & Office,' 'Clubs & Restaurants,' 'Domestic Services,' 'Technical & Trades,' 'Sales Opportunities,' etc. Also included is a separate classification for 'Employment Agencies,' 'Employment Services,' 'Jobs Wanted,' 'Nursery & Child Care,' 'Home & Health Care' and miscellaneous 'General Help' classification.

"We believe this new 'job category' classification system will be most beneficial to our readers and advertisers and will eliminate the threat of a sex discrimination suit against some unsuspecting advertiser who had no intention of being discriminatory in their advertisement. Advertisers offering employment with a 'Bonafide Occupational Qualification' can state the sex preference in the advertisement within the job category classification.

Alphabetical method

"The alphabetized system under one classification, used by some newspapers, was considered but for the reasons stated above we decided on the job category format. The alphabetized method necessitates the restriction of requiring each ad to commence with a 'Noun,' otherwise the ad would appear at the end of the classification. Or, display classified would be identified with a 'flush left' line identifying the alphabetized job description. We decided the mechanics of this system plus the mandatory requirements were too restrictive, therefore, we decided on the job category method. We have had many compliments and no complaints. We believe we made the right choice."

Another paper that recently changed

their Employment headings to job classifications is the *Daily Herald* of Biloxi, Mississippi. Betty Fleniken, CAM, gave very similar reasons for using that system. Betty indicated that readers and advertisers have been satisfied with the change. Also, happily, her employment classification has been showing nice gains in lineage and revenue.

Here in Baton Rouge, La. at the *Morning Advocate and State Times*, we dropped our Male and Female headers November 30, 1968. At that time we were trying to decide just what we would do if the Federal Government won out on their controversial ruling in regard to sex in Help Wanted Advertising. Our classifications in employment were already getting so large that it was becoming difficult for our readers to find jobs because of the many ads they had to wade through to find the offer that appealed to them.

Close to the same time, we put in a real estate map and broke our Real Estate For Sale down into areas of town. We also divided our Autos For Sale into the different makes of cars. Response was and has been most favorable from readers and advertisers.

Stein's view

John Stein, CAM of the Louisville, *Kentucky Courier-Journal and Times*, had this to say in 1971, when he was President of ANCAM, to the National Employment Association Convention:

"While most newspapers resent the fact that the government is interfering in this case, I think they will change. It is a disservice to the reader to have to wade through so many jobs listed alphabetically. It is sometimes hard to pin down a job classification, when they are listed page after page with no subheadings. The applicant, then, must go through so much. In small newspapers, there is no problem. But in large city newspapers, the alphabetical listing is impractical.

"One agency owner told me that newspapers should use five different classifications that agencies use—technical, etc. This is a good suggestion, and I think I'll offer this to our association. The idea behind classified advertising is so that people can find what they want in a hurry."

The question is not government interference or domination, but service to the reader and advertiser. I am convinced that the job classification system gives the best service and does the best job.

Conner is CAM at the Baton Rouge (La.) *Advocate & State Times*

Chiquita campaigns

Chiquita Brand Bananas points out the stability of banana prices in a series of 78 full page and 1500-line ads that are running in food sections of 26 daily papers through December. Copy also stresses the nutritional value of bananas.

Drop charges against Annapolis publisher

A harassment charge filed on May 10 by former Annapolis Mayor Roger Moyer against Philip Merrill, president and publisher of the *Annapolis* (Md.) *Capital*, was dropped last week at the request of the mayor.

Moyer had filed the charge claiming Merrill used abusive language in phone calls to him on the night of May 8 (E&P May 26).

Merrill had asked for a jury trial which was scheduled to begin last week in Easton.

However, in an exchange of letters, Merrill apologized to Moyer for "my unduly harsh and inappropriate language and timing of the calls" and Moyer wrote back that he had requested the state's attorney's office terminate the pending proceedings.

Public service ads on VD distributed

The Advertising Council has begun distribution of advertising materials prepared by N.W. Ayer on behalf of the American Social Health Association for a public service campaign on venereal disease.

Officials of the Council, Ayer and the ASHA said the campaign came as a result of the current epidemic of venereal disease.

The ASHA hopes the new campaign will change traditional attitudes on VD, and result in increased governmental spending on disease research. The campaign uses as a theme the slogan "VD is For Everybody."

Ayer and Council officials said they expected some negative reaction from media outlets on use of the material.

Seattle sales cleared, FTC probe continues

The long-term Federal Trade Commission's investigation of newspaper sales practices is continuing, although some papers that were under investigation have been notified that their part in the matter has been ended.

The *Seattle Post-Intelligencer* received notice from the FTC that the investigation has been ended for the Seattle paper. An official of the FTC Bureau of Competition explained that the letter meant FTC had decided to take no action as regards newspaper sales practices in Seattle.

He indicated however, that the investigation first announced in 1967 would continue in other metropolitan areas. He added that "it is not our policy" to reveal which papers are being investigated, as this could lead to unfair innuendoes being raised.

reporting the news for seventy years

A newspaper, in order to serve the community and state effectively, must report the news as it happens in a concise, intelligent and unbiased manner; knowing that a well informed citizenry is the basic strength of our democracy. For over 70 years, The Oklahoma Publishing Company has provided this service to readers.

From 1903 until the present, The Oklahoma Publishing Company has embraced the highest ideals of journalistic responsibility and integrity in bringing their readers complete news coverage of local, national and international happenings.

Our pledge for the future is to continue the tradition that has made these newspapers leaders in the journalistic profession.



THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE SUNDAY OKLAHOMAN

Represented by Sawyer Ferguson Walker

TELLING ABOUT DALLAS, IN DALLAS

Newspapers traditionally take their market stories to the nation's advertising meccas. At least once each year, visits are scheduled for New York, Chicago, Detroit, Philadelphia, Los Angeles, San Francisco, and cities inbetween.

Recently, the *Dallas Morning News* has adopted a different approach. It hopes to encourage advertisers and their agencies to visit Texas. The objective, reports John A. Rector, Jr., the paper's advertising director, is to do a better job of communicating.

To help accomplish this, a 20-seat, multimedia audiovisual conference room was included in plans for a plant refurbishing that is being completed this year.

"We feel we have a real story to tell about both Dallas and the *Morning News*," Rector says. "This room gives us the tools to put that story across. We hope to establish a reputation. If people are interested in the Dallas market, we want

them to know they can come to the *Morning News* and get the kind of information they're after.

"Recently, for example, we had two men in here from New York. It was their first visit to Texas, and they were prepared to invest several million dollars in multiple-location retailing. With our presentation and supplementary research data, we drew them a vivid picture of the area and its burgeoning economy."

Visitors may start off by viewing a 15-minute, three-screen presentation which tells the story of Dallas and the *Morning News* via slides and motion pictures. If they've brought slides or a motion picture of their own, a special "visitors" projection screen can be lowered by pushing a button.

And when it's time to get down to the details of mapping out a schedule, counting the dollars and computing cost per reader, a white board can be pulled out for felt-tip pen use.

The two side walls of the carpeted room are finished with panels made of fabric-covered cork to accommodate push-pins. Wooden rails on both walls have channels to facilitate display-board positioning.

12 foot screen

The projection screen in the conference room is 12 feet long and nearly four feet high. In the service galley behind it are six Kodak Ektagraphic slide projectors with right-angle Buhl lenses and a similarly equipped Kodak Pageant sound projector for 16mm film.

These seven units and a tape recorder are linked to a Spindler & Sauppe controller, programmed with punched paper tape. No operator is needed; the start of the program and the dimming of lights are controlled from a remote-control panel in the conference room.

Despite availability of staff writers, photographers, and artists, the *Morning News* elected to have the presentation produced outside, to be assured of maximum professional expertise. The job was given to Bill Stokes Associates, a Dallas producer.

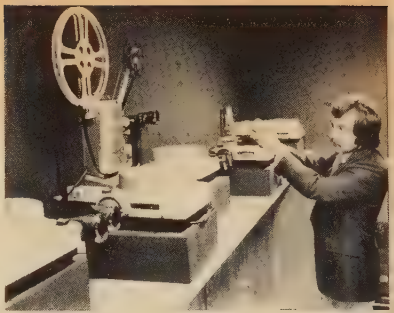
Working from a script, two still photographers traveled throughout the city, shooting hundreds of slides. A third, back at the studio, prepared titles and shot slides of historic photographs and newspaper front pages.

At the same time, a cinematographer captured the necessary motion-picture footage, ranging from shots of the morning rounds of a delivery boy to zoom-lens close-ups of the flowers in Dallas parks.

When the editors at Bill Stokes Associates were done, all but 450 slides had been discarded and the motion-picture footage had been cut to four sequences, each running about one minute.

The discarded slides, of course, have been filed for future use in other slide presentations on the Dallas market, or on showings for individual classifications or advertisers.

The finished production opens with a shot of the sun rising on the prairie hori-



In the projection galley of the *Dallas Morning News* audiovisual conference room, six Kodak Ektagraphic slide projectors and a Kodak Pageant sound projector for 16mm motion-picture film, are equipped with right-angle Buhl lenses.

zon to symbolize Dallas' birth on the banks of the Trinity River. This is soon followed by dramatic contemporary views of the city's towering architectural works.

Vintage pictures depict the pioneering era—18,000 residents when the *Morning News* was founded on October 2, 1885—and a rollicking country-music sound track evokes tints, gingham dresses, work-hardened calluses, and other frontier images.

Weaving a colorful tapestry of the city's past and present, its economy and recreational resources, churches and educational institutions, even problems and proposed solutions, the presentation strives for a complete, balanced, and positive overview.

Pleasing results

Newspaper executives have been so pleased with the results that they've commissioned a second show to run five to seven minutes as a trailer to the first.

"We consider the first program a hard sell of Dallas and a soft sell of the *Morning News*," Rector explains. "The second will cite more hard facts about circulation and advertising."

"Having the two, we'll be able to run them in tandem or separately, depending on the nature of the audience. And the slide portions of the show can be readily updated whenever necessary so they're always contemporary."

Dallas-based Sears executives were so impressed with the 15-minute presentation that they borrowed the Kodak Carousel slide trays for a showing at the company's Chicago headquarters. The newspaper inserted slides of Dallas-area Sears stores for that showing.

After the first program was completed, the newspaper had Bill Stokes Associates reproduce it in 16mm motion-picture format. The plan is to make prints available for screenings by schools, civic and service clubs. Of Course, the film could also be used for sales efforts in New York and Chicago and elsewhere, but Rector says this would defeat the purpose of the *Morning News* effort.

"We really don't want to export Texas," he explains. "We want people to come here so we can do the best possible job of telling and showing them what Dallas is like as a market and as a place to live and work."

HOW WILL A
SUBSCRIPTION TO
E&P HELP ME GET
A BETTER JOB?

THAT'S
CLASSIFIED
INFORMATION

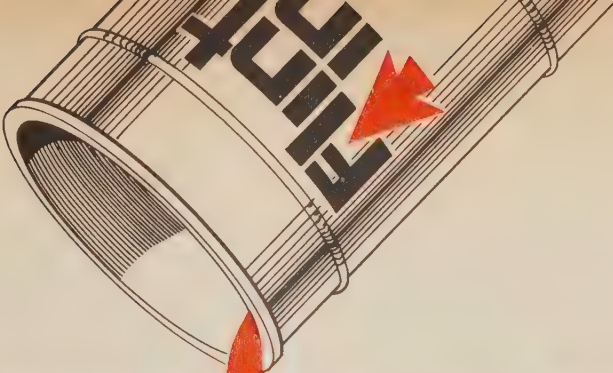
ORDER YOUR OWN SUBSCRIPTION
TODAY. JUST MAIL THIS COUPON.

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Gentlemen: Please start my subscription now, addressed to:

Name
Address
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State Zip
Company
Nature of Business

☐ My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.



**If your
newsprint plant is within 900
miles of one of these cities...**



Flint Ink can save you money and reduce your ink handling problems! How? Flint puts the industry's largest tank truck delivery fleet at your service — it's only a phone call away.

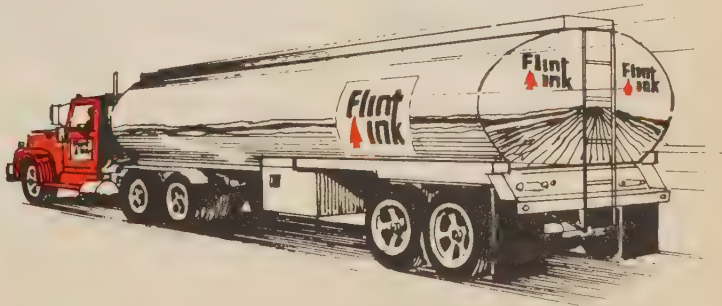
You'll find Flint Arrowlith inks for web offset newsprint give you all the important extras you need to produce top quality printing at

an economical price. Extra strength to take the fastest press runs. On-press performance to make your job easier. Strict quality controls that assure you complete uniformity from delivery-to-delivery. You'll find Arrowlith inks perform best when used with our Miracle "V-2020" Concentrate — the original alkaline etch.

Select Arrowlith inks in regular or the new "Lint Free" formulations in black and colors. Immediate coast-to-coast tank truck delivery from these seven cities. Arrowlith inks are also available from all seventeen Flint locations, by the kit or drum. For fast, dependable service call your Flint man today!



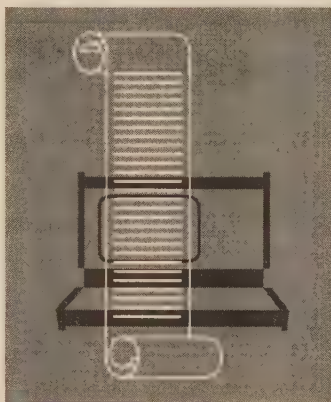
NATIONAL HEADQUARTERS:
25111 GLENDALE AVENUE, DETROIT, MICHIGAN 48239
ATLANTA • CHICAGO • CLEVELAND • DALLAS
DENVER • HOUSTON • INDIANAPOLIS
JACKSONVILLE • KANSAS CITY • LOS ANGELES
MIAMI • MINNEAPOLIS • NEW ORLEANS
NEW YORK • PROVIDENCE • SAN FRANCISCO



A major advance in video terminals

The new **CorRecTerm M/200** dramatically extends the capabilities of the most popular editing terminal in the industry, the Mergenthaler CorRecTerm Model M/100.

The M/200 is a superior low-cost means of editing, proofing, correcting, merging and marking-up text for use in typesetting systems. It reads and displays text on a screen, permits modification and produces clean, error-free output. Text displayed on the screen may be modified by addition, deletion, substitution or repositioning; characters, words or blocks of words may be opened, closed or moved by push button command. This is accomplished by control of the cursor that appears as a superimposed rectangle. The cursor position indicates where the next character is to be placed, or it defines the location, starting point or ending point of functions such as insert, delete and move. Frequently used instructions may be formatted by simple tape or keyboard commands. The M/200 can also be used as an auxiliary non-justifying input keyboard. The use of the CorRecTerm saves valuable typesetting time, procedures and costs that exceed the price of equipment.



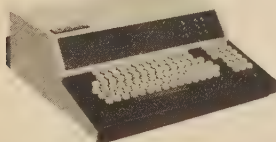
The M/200 provides important user benefits: Eliminates errors before the typesetting proof is generated • Frees input keyboard operators to provide raw input — vastly improves their productivity • Permits ideal means of inserting and/or changing mark-up instructions • Reduces paste-up and stripping time to an absolute minimum • Provides quick proofing to avoid subsequent typesetting.

Practical keyboard grouping: The control panels have been designed with separate functional groupings for ease of locating specific function keys, and to minimize inadvertent keystroke generation.

An excellent feature of the M/200 is the unusual scrolling capability whereby the screen acts as a movable 1600-character window that can scan the entire 3600-character memory storage. The operator just depresses a "scroll up" button to move the copy up off the screen without losing it. The opposite applies by pressing the "scroll down" button.

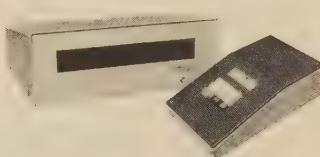
The CorRecTerm M/201 provides expanded input tape merging capabilities over the M/200. It is extremely useful where short takes or copy blocks are inserted.

Mergenthaler Keyboards Provide Tape Input to Typesetting Systems



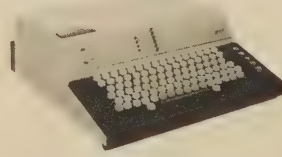
Models NJ/100 and NJ/100-3

... are non-justifying keyboards specifically designed for Mergenthaler V-I-P phototypesetters. The NJ/100 is for 6-font V-I-P's; NJ/100-3 for 12 and 18-font V-I-P's.



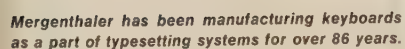
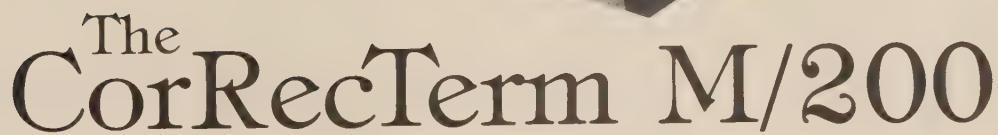
Visual Display and Format Unit

... are quick-connect keyboard accessories. The Visual Display provides continuous reference of last 16-characters keyed. Format Unit provides one-stroke access to 16 formats of up to 32 codes each.



Model NJ/200

... is a high speed, general purpose keyboard for producing 6-level unjustified input for a wide variety of typesetting and computer composition systems.



an **Eltra** company

MERGENTHALER LINOTYPE COMPANY
P. O. Box 82, Plainview, New York 11803

MERGENTHALER LINOTYPE COMPANY
Mergenthaler Drive, P.O. Box 82, Plainview, New York 11803

**Send us further
information on
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Name

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Street Address _____

City _____ State _____

Zip _____ Phone _____ 340B _____

340回

DEAN W. SENIFF, former retail ad manager for Fort Wayne Newspapers Inc. is now display ad manager. NORBERT V. BOOKER, former assistant manager of general advertising—named national sales manager, and ROBERT D. FISHER, former assistant retail manager—now retail sales manager.

* * *

JOSEPH SHUMAN—retired from *Pittsburgh (Pa.) Post-Gazette* October 31 as managing editor. During his 43-year career at the P-G, Shuman served as city editor for 28 years and as managing editor for 13 years. JAMES E. ALEXANDER, assistant managing editor has replaced Shuman as managing editor.

* * *

FRANK SHERMAN—promoted from circulation sales manager to circulation manager of the *Daily Journal*, Elizabeth, N.J. Prior to joining the Journal, Sherman was circulation director of the *Newark Evening News*.

* * *

MARY SIMONS, now editor-in-chief of *Homelife* magazine—appointed senior editor of *New York Times Magazine* with special responsibility for the design, fashion, food and parent-child departments.

* * *

FRANCIS L. DALE, recently resigned as publisher of *Cincinnati Enquirer*—named chairman of the board of the National Council on Crime and Delinquency.

* * *

G. A. HARSHMAN, publisher of *Sharon (Pa.) Herald* will retire January 1 after a 44-year career with the paper. GEORGE D. LANIER, general manager, will succeed Harshman.

* * *

JAMES C. MYERS, previously manager, special events for *Houston Post* is the principal officer in Motivators Inc., a new Houston based pr/ad agency specializing in creating and handling meetings and conventions.

news-people

JOHN N. HALL, reporter for UPI since 1965—joined the Washington Bureau of Hearst Newspapers and will specialize in investigative reporting.

* * *

MARCIA VAN NESS, reporter on the staff of the *Lansing (Mich.) Gannett News Service*—appointed family living editor of *State-Journal*, Lansing, succeeding BEVERLY HALL, recently named city editor.

* * *

HOWARD BRAY, reporter for the *Louisville Times* until he became an aide to U.S. Senator Clinton P. Anderson of New Mexico—appointed executive director of the Fund for Investigative Journalism.

* * *

Two additions to the staff at the *Nashville (Tenn.) Banner*: JOSEPH L. WHITE, formerly news editor of the *Lebanon (Tenn.) Democrat* and bureau chief for the *Palm Beach (Fla.) Times*, has joined the Banner as a general assignment reporter and has been assigned to the City Hall beat. JOSEPH WORLEY, formerly with the *Johnson City (Tenn.) Press-Chronicle* as Elizabethton bureau chief and later with the *Augusta (Ga.) Chronicle*, has joined the Banner and has been assigned to the copy desk.

* * *

M. ANDREW CLINE, previously with the *Trenton (N.J.) Times*—named circulation manager of the *Wyoming Valley Observer* and *Wyoming Valley Today*, Wyoming, Pa. He is the weekly paper's first circulation manager.

* * *

ERNE TUCKER, former New England newsman and pr man for Chris-Craft Corp.—appointed editor-publisher of *Boynton Beach (Fla.) Examiner*, a free circulation weekly founded in April by a group of 19 local businessmen.



AREA DOCUMENTARIES—Bill Marriott, left, publisher of "This is Orange County" and Ernie Stegemann, general manager of *Gravure West*, examine the first of a series of full-color rotogravure supplements. The supplement which appeared in the *Los Angeles Times*' Orange County edition and the *Register* contained features on the economy of Orange County, building, industry, entertainment, recreation and its future. Similar supplements will appear in other growth areas in California. Marriott is the founding publisher of *Family Weekly* magazine.

UPI bureau manager

Jerry L. Mitchell has been appointed United Press International bureau manager at Charlotte, N.C. He succeeds Ernest H. Robl, who resigned. Mitchell, 26, has been a member of the Columbia, S.C., bureau staff for the past four years.

George J. Cooper Associates

NEWSPAPER CONSULTANTS

SALES NEGOTIATORS - BROKERS - APPRAISERS

330 SUNRISE HIGHWAY

ROCKVILLE CENTRE, NEW YORK 11570

AREA CODE 516 - 764-2414

George J. Cooper and Maurice K. Henry will attend the SNPA Meetings at the Boca Raton Hotel—November 11-14.

Mr. Cooper's residence phone number in Boca Raton is (305) 391-9600.

Mr. Henry's residence phone number in Fort Lauderdale is (305) 566-1461.

SPEAKING OF CO-OP ADS! ACB audits upwards of \$250,000,000 in newspaper co-op ads annually. We serve more than 350 advertisers. On many accounts ACB pays the dealer with our own bank checks. ACB's "Automatic Payment Plan" eliminates the need for co-op invoices or tear-sheets. Simplifies co-op advertising procedures — builds additional linage.

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NEW YORK (10) 353 Park Avenue, South
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MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, (2) 20 Jones Street

in the news



THE MERGER of Newspapers, Inc., into Norfolk-based Landmark Communications was consummated September 28, in Louisville. Newspapers, Inc., whose corporate offices are located in Shelbyville, operates 24 community newspapers and four printing plants in Kentucky and Southern Indiana. Landmark is a diversified communications corporation with dailies in Norfolk and Roanoke, Va., and Greensboro, N.C., and radio, television, and CATV holdings. Participating in the signing ceremony were, left to right, John Colburn, vice-president, Landmark; William E. Matthews, president, Newspapers, Inc.; William Diederich, vice-president-finance, Landmark; and Bob Bolitho, who served as a consultant in the transaction.

Harte-Hanks puts papers in Texas under Keeney

Reorganization of nine Harte-Hanks Newspapers, Inc. divisions in Texas into one group, was announced by Robert G. Marbut, president.

President of the new group is Art Keeney, who will also continue his duties as publisher of the *Corsicana Daily Sun*, one of the newspapers in the new group. Headquarters for the group will be in Corsicana.

In addition to the *Daily Sun*, other Texas papers in the group include the *Big Spring Herald*, *Bryan-College Station Eagle*, *Commerce Journal*, *Denison Herald*, *Greenville Herald-Banner*, *Huntsville Item*, *Marshall News-Messenger* and the *Paris News*.

Keeney has been president and publisher of the *Daily Sun* since 1971. Prior to that he was vicepresident of the Texas Daily Newspaper Association.

Before that, from 1967 to 1969 he was general manager of the Alley Theater in Houston and from 1960 to 1965 he was promotion director of the *Houston Post*. He left the *Post* in 1965 to promote the Houston Astrodome stadium.

* * *

DAVID B. MARTENS, most recently regional manager for the Times Mirror Co.'s cable tv interests in Orange County, Calif.—named publisher of the *Tiffin* (Ohio) *Advertiser-Tribune*.

* * *

GLENN A. SURRETTE, formerly of the Lawrence (Mass.) *Eagle-Tribune*, Springfield (Mass.) *Union-Republican* and Hartford (Conn.) *Times*—to assistant managing editor of the *Greenfield Recorder*.

EDITOR & PUBLISHER for November 10, 1973

DENIS HORGAN, an assistant national editor—named foreign editor of *Washington* (D.C.) *Star-News*, replacing ARTHUR KOONCE who retired. Changes in the *Star-News* national staff include: PAUL HOPE from national politics to editorial writer; ROBERT WALTERS from national affairs investigative reporter to national politics and investigative reporting; GEORGE SHERMAN from state department to military affairs; JEREMIAH O'LEARY from general assignment with an emphasis on Latin American to the state department; ORR KELLY from military affairs to the justice department; RON SARRO from the House of Representatives to the continuing Agnew investigation; and WALTER TAYLOR from the Metro staff to the House of Representatives.

* * *

JOHN P. CORCORAN JR.—promoted from production manager to the newly-created post of director of production for the *Philadelphia Inquirer* and *Daily News*. A new production manager will be named later.

John A. Park, Jr.
Confidential Handling
**Newspaper
Ownership Changes**
(919) 782-3131
BOX 17127 RALEIGH, N.C. 27609
18 Years Nation-Wide Personal Service

Delta is an air line run by professionals. Like Judith Hill, Reservations Sales Agent.

She knows all about schedules, fares, ticketing and routing.

She can quote you 175,000 fares—all computer accurate. She knows the shortest route to where you're going. She knows the most convenient flight for your plans. She knows the lowest fare for your flight.

When she makes your reservation, she doesn't just use her computer. She uses her head. Delta is ready when you are.



Third quarter reports

COWLES

Cowles Communications, Inc. reported that it had net income from investments and continuing operations of \$1,258,000 or 32c per share during the first nine months of 1973.

During the comparable period of 1972, the company had income from investments and continuing operations of \$1,086,000 or 27c per share. After inclusion of losses from discontinued operations and a minor extraordinary gain, net income during the first nine months of 1972 was \$952,000 or 24c per share.

Revenues in the first nine months of 1973 (exclusive of investment income) were \$5,982,000 vs. \$5,451,000 in 1972's like period.

The principal reason for the improvement was increased profitability in the company's broadcasting operations, according to Marvin C. Whatmore, President of Cowles Communications.

Cowles Communications, a closed-end, non-diversified, management investment company, owns 2,600,000 shares of Class A Common Stock of The New York Times Company in addition to its broadcasting properties and other assets.

SOUTHAM

Southam Press Ltd. reports profit up more than 28% for the nine months to Sept. 30 and says the outlook for the fourth quarter is promising despite expected shortages of some types of paper.

Profit for the three quarters was \$12,477,000 for \$1.00 a share, up from \$9,716,000 or 77¢ cents a share in the corresponding period a year earlier. In addition, there was an extraordinary item of \$375,000 or three cents a share in the current nine months. Southam, with interests in newspaper publishing, printing and business publications and shows, says the percentage increase in operating expenses continues to be lower than the increase in revenue but "the gap is closing, reflecting substantially higher labor costs as well as increases in the price of paper."

"Price adjustments have been made and others are planned in an effort to maintain margins."

SPEIDEL

Speidel Newspapers, Inc., reported record earnings and revenues for the first nine months and the third quarter of 1973.

Earnings gained 15% to 73 cents a share on revenues of \$27.7 million a 6.8% increase, through Sept. 30, president Rollan D. Melton said.

Net income was \$4.3 million, up about \$250,000 over the first nine months of 1972, Melton said.

For the third quarter ending Sept. 30, net income totaled \$1.5 million, up from \$1.3 million, on revenues of \$9.4 million, up from \$8.8 million.

Melton said newsprint supplies continued tight but the Reno-based group expected to continue unrestricted publication although conservation steps were continuing.

PANAX

Panax Corporation, newspaper publishing and commercial printing company, reported a 10% increase in net revenues and, including nonrecurring items, a 22% increase in net earnings for the third quarter ending September 30, compared to the same period in 1972.

For the third quarter this year, per share earnings of \$.17 resulted from net revenues of \$6,634,980 and earnings of \$196,181. This compares with per share earnings of \$.14 on net revenues of \$6,050,025 and earnings of \$160,358 for the third quarter of 1972. Third quarter earnings include \$81,579 net after-tax gain on discount for prepayment of indebtedness. Earnings from operations for the third quarter were \$114,602 or \$.10 per share, compared with \$160,358 or \$.14 per share, for the same quarter last year.

COMCORP

ComCorp, Cleveland based publishers of suburban newspapers in Ohio and Florida, reported continued growth in all areas for the first nine months of this year. After tax earnings for the nine month period ending September 30, 1973 were \$191,000 or \$.27 per share as compared to \$174,000 or \$.25 per share for the same three-quarters a year ago. Revenues for this nine month period this year were \$4,173,000 as compared to \$3,548,000 a year ago. This was a growth of 18%. These results include the contributions in sales and earnings from the Lakeland, Florida operation which was acquired by ComCorp in April.

Bartholomew is back in the wine business

"Bart" is making wine again.

Frank H. Bartholomew, former president and later board chairman of United Press International, who for thirty years operated California's oldest winery at Sonoma until its sale six years ago, has started operations of another winery in the same historic town.

"Hell, I'm only 75 years old and naturally I've got to have a twenty year program ahead," the former wire service executive said. In his fifty-third year with the UPI, Bartholomew is still an active director and board chairman emeritus.

The new winery, called Hacienda, is in the Buena Vista vineyards. Bartholomew has also been elected to the board of Widmer's Wine Cellars of New York state and California, effective December 31 of this year.

Drops Book World

Washington Post will publish Book World, the tabloid book review section for the last time on November 11. The book reviews are being combined with the Sunday Style section as a four-page pullout.



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NOW:

First to offer a saddle with built-in register control. No other saddle (that we know of) can provide you with a means to move the plate for register after the saddle is locked on the press.

The small register block shown in the edge of the saddle (on the left) can be moved right or left, up to .030. The plate is moved laterally with the register pin in the center of the block.

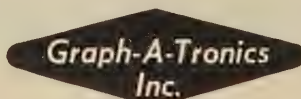
This device was developed for use with our double steel saddles where the installation is permanent. It is also desirable where compression lock-up is used on single saddles. It eliminates "carding or shimming" the saddle out.

The introduction of register control on steel saddles is another evidence of our leadership. There are other reasons why you can afford only the best!

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Georgia newspapers pioneer news-oriented VDT system

By Tom Hills

When the *Augusta* (Ga.) *Chronicle and Herald* switched to photocomp in 1967 the papers' management knew that making corrections would be one of the most costly operations of the composing process in both time and money.

This problem was minimized by developing a line printer proofing system. On the first pass the system routed the hyphenated and justified copy to a line printer with line numbers by each line.

After proofing a correction tape was prepared and merged with the original, producing corrected galleys of tape on one of three typesetters which were also connected directly to the computer.

This system worked well but it did have several weaknesses. First, since time did not permit a second proofing, the correction tape was unverified. An error in the line number and the correction would be inserted in the wrong place; an error in the take number would actually insert the corrections into the wrong story. Either of these errors could and did produce some peculiar results.

Secondly, the *Augusta* papers had always been concerned that the keystrokes of a reporter were being needlessly duplicated in the composing room.

Correction solution

The arrival of the VDT on the market was viewed as a solution to both problems. Corrections could be inserted and verified in one operation.

News editors could spend less time instructing pasteup on stories that were typeset in several segments—these could be put together on a VDT and typeset as one unit.

Video display terminals (VDTs) are combination television-typewriter units

which are used to input copy into a computer. At many newspapers the editorial and classified departments are originating copy on the VDT keyboard.

The terminals are used for editing and proofing; an editor calls up the story from the computer, it appears on his terminal screen and he types in any changes desired. The terminals eliminate the need for rekeyboarding by a composing room employee; the terminals are directly on-line to the typesetter.

Although the *Chronicle-Herald* had previously developed all systems internally, it was decided that complete solution of these large problems needed outside assistance.

Chronicle-Herald general manager Edward B. Skinner noted that the company "began looking into CRT and OCR typesetting methods" in 1970. In the spring of 1971 management personnel visited Harris Intertype and "at this meeting we proposed to Harris some ideas whereby the reporters would enter material into a central computer.

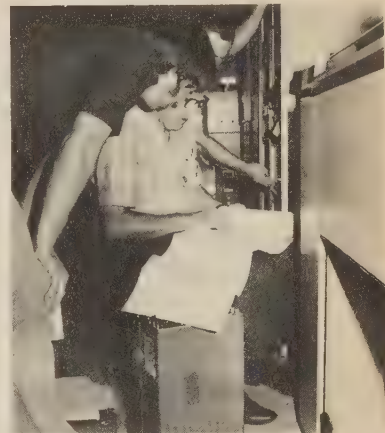
CRT, or cathode ray tube, is another term for video display terminal. OCR, or optical character recognition, involves use of a scanner which views typewritten text and feeds that into a computer.

"At that time we were considering the Harris 1100 terminals. After our presentation was completed Harris Intertype agreed to assign their technicians to develop a workable newspaper typesetting system."

News requirements

Out of this came the Harris 2500 system. The 2500 system was designed based on requirements and directions from news department people.

Plant • equipment



CHECK PROGRAM—*Chronicle-Herald* technicians (L to R) Howell Lunsford, Red Garrett, and computer programmer Adam Kojnok check schematic of Harris 2500 system which is now being programmed to handle classified advertising in-put.

Augusta is now using 16 Harris 1500 terminals. Skinner reports, "Our reporters are now writing their stories on the typewriter terminals and transmitting to a digital computer. In the very near future we will begin receiving of wire services into our computer, recalling through the 1500 terminals."

The primary emphasis with the 2500 system is ease of operation through a simplified keyboard and instruction set. The operating instructions given to a new reporter in *Augusta* consists of only nine items.

Though the typesetting command set is large enough to provide the capabilities needed for complex composition such as display ads, most editors need only be concerned with a small subset of these.

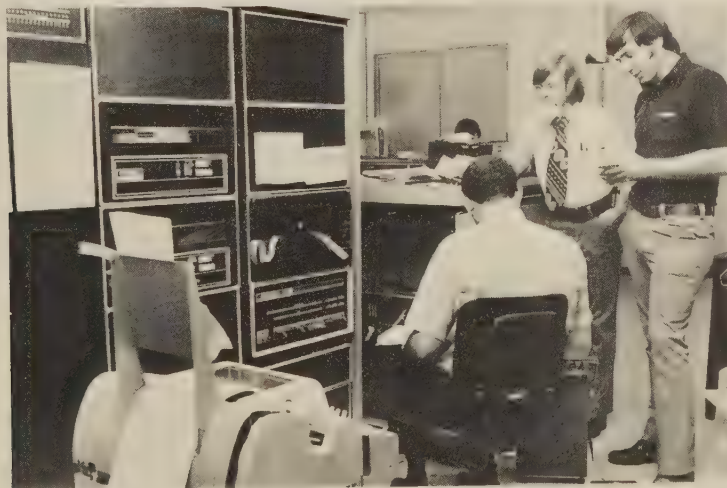
Editing power important

News reporters are creating stories on the VDT and editors are editing and adding typesetting instructions on the same type of terminal. The VDT is an efficient method of generating original copy but it is in the editing the power of this device is most apparent.

Andra Conley, *Chronicle* city editor, said "Using the CRT system, we are able to accomplish the same editing as with pen and pencil, many times more expeditiously. One advantage of the system is being able to type directly over copy to change it or to push a button and type new copy into the story rather than having to cut and paste inserts or have them loose from the original copy."

Chronicle managing editor Robert W. Brown is impressed with the control the system gives to editorial. "For the first time in modern journalism, the news de-

(Continued on page 56)

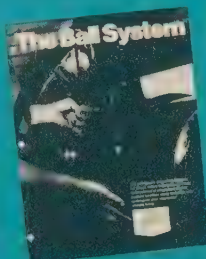


ELECTRONIC HANGUP—Computer technicians Red Garrett seated, Howell Lunsford far right, and programmer Hank Sulzycki mull over circuitry problem while programming 2500 system to handle classified advertising in-put.

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partment has direct control of its news copy as to final working, spelling and sequence. We'd have to go back to the early days when editors hand set copy themselves to find comparable control."

Herald managing editor David Playford noted two major advantages to the systems—speed and accuracy. "I feel we have gained at least 30 minutes by the staff members typing directly into the computer—and knowing that what you see on screen is what you get, the staffers are much more careful with their typing, thus reducing the error factor."

In addition to the standard editing techniques, the editor may use the copyfit features of the system to exactly position art or to change style at a particular point such as a jump point.

The classified portion of the 2500 is now in the process of final testing, this being a parallel run with the existing system. Classified ads will be entered on a 1500 terminal by an ad-visor. After the ad has been hyphenated and justified it is redisplayed on a line by line basis. The advisor may then make any desired alteration or accept the ad as is. By using the index feature, the operator may also locate an ad which was entered previously and recall the ad for modification.

Al L'Heureux, director of public relations for Morris Communications which

owns the Augusta papers, noted that there is a "hang-up" with running the classified operation through the system. The classified program has yet to be developed, he said.

One difficulty in developing the program is that the classifieds are run on a nine-column page while the rest of both the Augusta papers, including display ads, are run on a six-column format. There is also a need to tie in the classified system to accounting.

Bureau terminals planned

An OCR device may be added to the system at a later date as an alternate way of entering classified ads and syndicated news copy. Also under serious consideration are plans to locate terminals in the Aiken (S.C.) bureau via telephone lines. This would permit the remote deadlines to be the same as the local ones.

The system currently produces a paper tape to drive Photon phototypesetters but these will be connected directly to the 2500 in the near future, as the previous system, the IBM 1800, is phased out.

Installation has been relatively slow because development and testing have been occurring at the same time. Augusta is one of two field test sites. Logistics have been the major problem since the 2500 has had to be installed without removing any equipment from the IBM 1800 System.

Software failures have caused stories to be destroyed occasionally. But problems are occurring less often as the system is better tested.

The Augusta papers began a cold type

transition in 1966 and finished in 1967 when a new 7-unit Goss Metro offset press was installed. Both papers use the same presses and the same business office.

Morris Communications, plans to install similar systems in a number of its other newspapers. Morris also owns the *Savannah* (Ga.) *Morning News and Press*, the *Athens* (Ga.) *Banner-Herald* and *Daily News*, the *Amarillo* (Tex.) *Texas Globe Times* and *Daily News*, the *Lubbock* (Tex.) *Avalanche Journal* and the *Southeast Alaska Empire* in June.

N.Y. police reporters get new, modern home

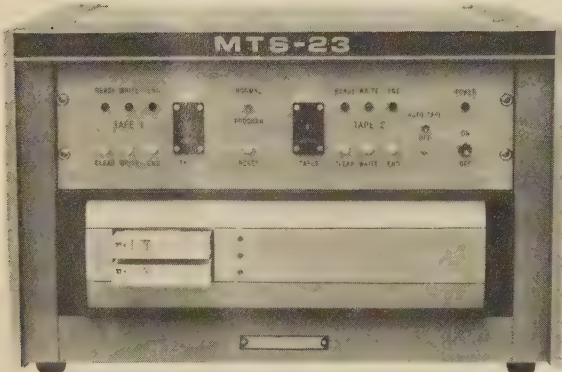
The "shack"—a gray, three-story building at 4 Centre Street, for 30 years the home of New York's police reporters—will soon close its doors.

In the next few weeks, police reporters from the *New York Times*, *New York Post*, *New York Daily News*, and Associated Press, will be moving into a large, well-lighted room on the second floor of the new police headquarters, adjacent to the World Trade Center.

With the passing of the shack, go the "old days," when New York had reporters from eight dailies sitting in the shack around the clock, and when police reporters covered all crimes and fires firsthand.

"There was a camaraderie, a sense of fun," reminisced one reporter. "It's not the good old days anymore."

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OUTSIDE VIEW—of the Lansing State Journal's new system to cut press room noise.

Paper, Goss combine efforts to reduce noise

The *Lansing (Mich.) State Journal* has developed a press room noise reduction system to comply with federal regulations, with the help of the Goss Division of MGD Graphic Systems.

Donald B. Shockey, the newspaper's production manager, said the system has effectively reduced the noise level to meet Occupational Safety and Health Act (OSHA) standards for the normal press run speed of 67,000 papers per hour. The *Journal* has a daily circulation of 80,000.

The system consists of a folder enclosure and sound abatement panels.

The *Journal* and Goss have been testing this equipment for six months on a Goss Mark II press with 3:2 folder.

In addition to the noise reduction, the equipment has been designed for easy accessibility to the folder. The enclosure is equipped with a new dust removal system which has proven effective, Shockey said.

As a result of the testing program at Lansing, Goss officials report that this system can bring many Goss press installations into compliance with OSHA regulations.

Scripps League adds first Missouri daily

The sale of all outstanding stock of Missouri Publications Inc., publishers of the *Flat River (Mo.) Daily Journal* to a new corporation, Eastern Missouri Publishing was announced October 3. Eastern Missouri Publishing is owned by Thor H. Ronning, present publisher of the *Daily Journal*, and Scripps League Newspapers Inc. The *Daily Journal* is the first affiliate in Missouri for Scripps League, an association of 40 daily newspapers in 15 states.

EDITOR & PUBLISHER for November 10, 1973

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The solution to your newsprint handling problems

Clamp designed to handle up to 48 inch diameter rolls.

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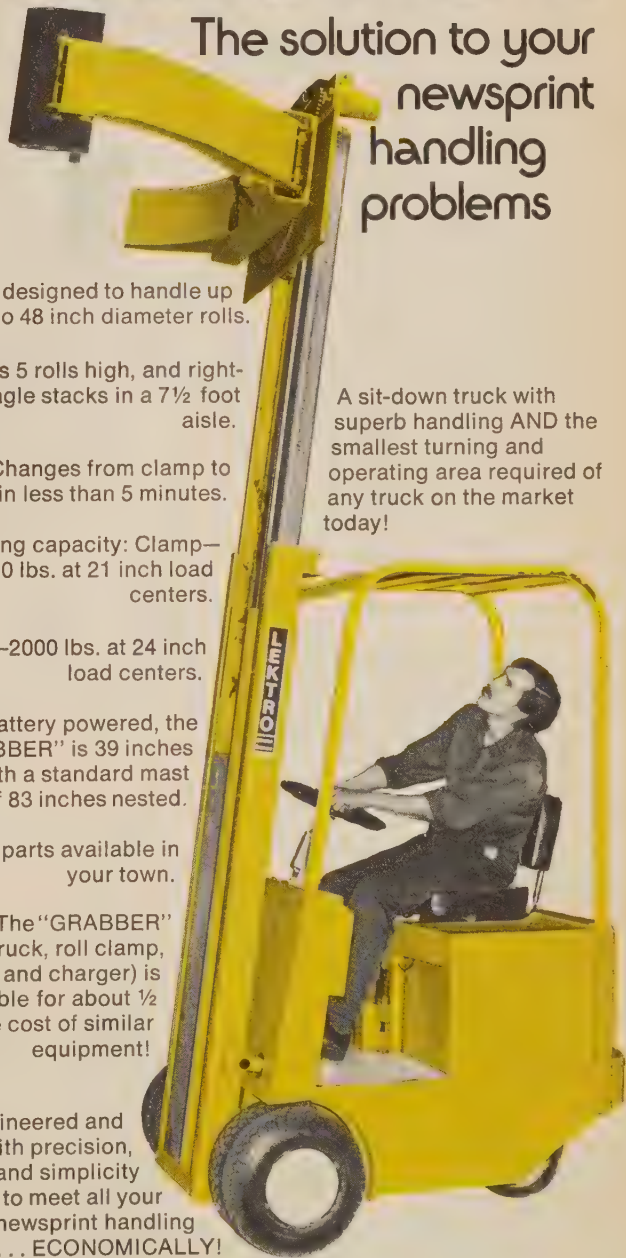
Price? The "GRABBER" (truck, roll clamp, battery and charger) is available for about ½ the cost of similar equipment!

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Need higher production? 'push machines harder'

One method of coping with increased demands for stuffing inserts in the mailroom is to get more out of the machines and the men who run them.

Capital Newspapers, a Hearst paper that publishes the *Times-Union* and *Knickerbocker News* in Albany, N.Y. and the *Union-Star* in Schenectady, is doing just that.

Mailroom staffers, supervised by Frank DeLollo, Circulation Director and John S. Cipollo, Mail Room Superintendent, are pushing their stuffing equipment far beyond manufacturer's specifications—and getting away with it. The reasons are basic to the newspaper industry: to get the paper on the street earlier—and to cut down on overtime, a mission that is applauded both by labor and management.

"If we stayed within spec," says John Cipollo, assistant superintendent of the mailroom, "we can stuff 55,000 per hour running our two Sheridans flat out. With a few modifications, we're up to 65,000 to 70,000 per hour—and that doesn't include the Mueller.

"Although the Four-Station Mueller doesn't usually figure in our high-speed days—Friday and Saturday—we learned a lot about stuffing equipment from it. You might say it was our R&D machine.

"The Sheridan 72-P was a different matter. I just turned up the potentiometer

and it ran 28,000 per hour on a 'single out' job. I remember one weekend we ran 90,000 inserts in 1½ hours—an hourly rate of 52,000 per hour on a 'double out.' The Sheridan 72P's rated speed is up to 20,000 on a single delivery—stuffing up to 12 inserts into one jacket. On dual delivery, up to five inserts are stuffed into one jacket on each side of the machine. Rated speed is 40,000 per hour in this mode.

Sheridan 'having fits'

"Now Sheridan (Sheridan Division of Harris-Intertype Corp.) is having fits," continues Cipollo, "because the machine isn't out of warranty yet. It can and does run at super speeds.

"Now they've come out and put a tamper-proof potentiometer in the junction and control box—but you can be sure we'll have it off as soon as the machine is out of their full control.

"On the 15-year-old Sheridan 24P Stuffer," Cipollo adds, "we bought Sheridans new high-speed hopper ourselves. It was running at about 10,000 per hour until we made the change; now it is inserting at 17,000 per hour."

Asked if he is concerned about breakdowns in stuffing equipment because of the speeded-up operation, DeLollo defers to his staff. "I've got faith in my men. If they tell me they can get more out of the equipment without damaging it, I believe

them. They're the ones who know just what equipment is built to take the stress."

Friday and Saturday nights are high volume periods for the Albany newspapers. Although the paper averages 30 inserts a month, about 20 are dropped into the Sunday editions. On Friday evening/Saturday morning, the Sheridan 72P is run for the A.M. *Times-Union*. Meanwhile the 24P is inserting advance sections into the Sunday comics to ease the workloads for the next day. Then on Saturday evening/Sunday morning, the pre-inserted comics are run back through the 72P.

On street earlier

"We used to finish up at 6:30 to 7 a.m. on Sunday morning," says Cipollo; "now with our increased speed, we're going home at 4 a.m.—and the papers are on the street much earlier." Another plus, according to DeLollo, is that mailroom staffers are happy to avoid overtime during weekends. "Most are family men and value their time off," he says.

Circulation for the a.m. *Times-Union* is 75,000 and the p.m. *Knickerbocker News & Union Star* is 72,000. The Sunday circulation is 150,000. Forty employees, including subs staff the mailroom. During the daily runs, 12 to 18 are on hand while 25 work during the busy week-ends.

Paging is 40 to 60 weekdays. Sunday editions swell to an average of 140 pages, not including inserts.

In addition to the three stuffers in the mailroom, there are three Sta-Hi stackers. Two of these are Model 251 and one is the 257 Model with a compensator. A Mueller Stitcher and a Sheridan Stitcher are used to produce the newspaper's weekly TV booklet. Cutler-Hammer conveyors are utilized throughout the mailroom as are Nolan-Jampol inline feeders and Signode Tyers.

Uptime in the mailroom is from 10 a.m. to 6 p.m. and from 9 p.m. to 5 a.m. daily. Most maintenance is accomplished in the five-hour early-morning period.

In 1970, Capital Newspapers began publication at its new multi-million dollar plant in Colonie, a suburban area near Albany, Schenectady and Troy.

The building is a two-story structure of reinforced concrete with a pre-cast concrete screen wall around part of the building. Total floor space is 135,000 square feet. More than 850 full and part-time employees publish the newspapers.

Pitfalls of unionism

Master Printers of America, a division of Printing Industries of America, Arlington, Va., has prepared a booklet, which it is distributing, on "The high costs of union membership in money and freedom." The MPA is the trade association of open shop commercial printer.

A free plate

The *Greenville* (N.C.) *Reflector* gives a free gift to new businessmen and expanding companies in town. When a new bank or business is opened, the offset plate carrying the picture and story is presented with the compliments of the publisher.

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cial anti-halo backing lets you expose right through the film base and still achieve fine dot reproduction.

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Texas paper installs versatile two-up stuffer

Diddle-Glaser's first two-up model D-G 320 newspaper stuffer has been installed in *The Laredo* (Tex.) *Times* mailroom, and, according to Times president and publisher William Baker, "is performing exactly as we wanted it to." Baker says "operation of the machine is simple and easy, and it's easy to train operators in its use."

The two-up stuffer is capable of placing inserts or press sections into two jackets simultaneously. The machine can also be used to place two or three inserts or press sections into one jacket. Conversion from one use to the other requires only four adjustments that take approximately fifteen minutes.

The Times is getting up to 18,000 completed papers per hour (9,000 per master station). In the average week, the stuffer is run nine times, from thirty to forty hours. Baker said the Times purchased the D-G 320 "for its speed and accuracy in stuffing, and because it's lower in cost than competing stuffers." Previously, stuffing was done by hand. The Times needed a stuffer so that it could "take on more pre-print business, and to collate pressruns," Baker added.

Sun raises ink prices

The General Printing Ink Division of Sun Chemical Corporation announced an increase in the price of high-speed letterpress newsblack inks of $\frac{1}{2}$ ¢ per pound in tank truck and tank car deliveries, effective December 1, 1973. The price of newsblack ink to drum customers will be 15¢ per pound, F.O.B. factory. G.P.I. is also increasing its prices on ROP colors 5¢ per pound effective December 1st.

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THE HAND IS QUICKER THAN THE EYE—but the stuffing machine is quicker than the hand, as the Laredo Times has discovered through use of its new two-up stuffer.

On-line

The *Dallas Morning News* has contracted with Cybergraphics, Inc. to design and install a fully computerized system for the News' mailroom operation.

According to William Simpson, president of Cybergraphics, the custom designed system will automate the mailroom operation to a greater extent than at present. The system will control the newspaper bundle distribution conveyor belts and truck loading ramps, and monitor the number of bundles loaded into the trucks at the dock.

Being under computer control, the system can be advised to accelerate loading of a specific truck, or load several trucks simultaneously.

All operations are continuously displayed on a TV monitor at the control console as well as in remote locations. Operational and management personnel are able not only to monitor all operations, but also to obtain detailed data from the computer memory about previous operations.

The system can be expanded to monitor the press run in conjunction with the loading operations, and eliminate shortages or overruns of newspapers.

The expandibility of the system will allow the News to increase the number of truck loading ramps and distribution conveyors as part of its expansion of production facilities.

* * *

The *Chicago Tribune* has installed a new conveyor system in its warehouse and tunnel to speed delivery of rolls of newsprint to the presses. Previously the Tribune used a gravity track system. The warehouse conveyor is about 2000 feet long and the tunnel portion is 900 feet. It was built in sections; each section is driven by an electric motor, with another on standby.

* * *

The *Biddeford-Saco* (Me.) *Journal* will construct a new 13,000 square foot plant, installing a new forty-page offset press and photo composition equipment.

The *Bowmanville* (Ont.) *Canadian Statesman* went offset in late September—a little earlier than it had planned. The Statesman had installed Goss Offset presses but scheduled a gradual break-in period. The paper had been printed by the *Port Hope Guide* plant since 1948.

But the Port Hope Guide plant was devastated by fire on September 22—the fire was set by three youngsters playing with matches. So the Statesman geared up quickly and is now printing the other papers that the Guide plant had printed.

* * *

Imprint Inc., West Hartford, Conn., publisher of three Connecticut weekly newspapers, is building a new central plant, to contain 14,000-square feet of floor space, on Defco Park Rd., North Haven, Conn. 06473.

Imprint's properties include the *West Hartford News*, *Wethersfield Post* and *Hamden Chronicle*.

In addition, the company, which is headed by Christopher Larsen, prints editions for about 10 Connecticut weekly newspapers.

* * *

The *Andalusia* (Ala.) *Star-News* has added two new web Goss press units enabling the paper to use full color reproduction and increasing the run from eight to 16 pages. Other recent installations were phototypesetting equipment and special processors.

* * *

The *Sweetwater* (Tex.) *Reporter*, Sweetwater, Tex., celebrated the grand opening of its completely remodelled plant two weeks ago. The plant now houses a new offset press and Compugraphic phototypesetting equipment.

Ontario Paper resumes

Production has resumed at the Ontario Paper Co. plant closed by strikes since September 29, following ratification of a new contract by 200 tradesmen in five unions.

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page proofs
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paste-ups**

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Write Bob Chainski for more information.

FOUR-STEP SYSTEM:

- 1.** Place original on copy board.
- 2.** Set desired proof length.
- 3.** Dial number of copies desired.
- 4.** Press "print" button.

The finished proof is delivered to the receiving tray fixed, dry, trimmed to length. No further processing is necessary. No darkroom required. The machine occupies a space 72" wide, 30" deep, 51" high.



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How KC Star tackled noise problem after OSHA citation

By Jack Byers

The *Kansas City* (Mo.) *Star's* press room is equipped with five double 3 to 2 Hoe folders and four double 2 to 1 Hoe folders with a compliment of forty five colormatic press units. Each press unit has additional color capabilities and is equipped with the Hoe Ink Mist Suppression system.

In September of 1971, the *Star* undertook the project of reducing the amount of paper dust and noise at the folders.

Torit Cyclone dust collectors were purchased and folder enclosures were designed and installed by *Star* Employees to provide maximum efficiency for the number one objective of controlling the dust. This was quite successful.

While designing and installing the enclosures we decided to incorporate sound reduction techniques and attempt to reduce the noise levels of the folders. The enclosures were lined with sound absorption material and the sealing and isolation of all possible openings was achieved. The folder noise was reduced from 111 dBA to 101-102 dBA. This was a vast improvement and quite noticeable to the operators.

In January of 1972 the ground work was completed for a hearing conservation program. The press room area was designated a high noise level area and all employees working in the area were provided with a choice of two or three different types of personal hearing protective devices and instructed to wear them at all times the presses were in operation.

Hearing tests for employees

We had previously decided to provide hearing screening tests for our employees. Due to the number of affected employees and the hours of their employment we had determined it would be beneficial for the tests to be given by our plant

Mechanical Superintendent and Safety Director, *Kansas City Star*.

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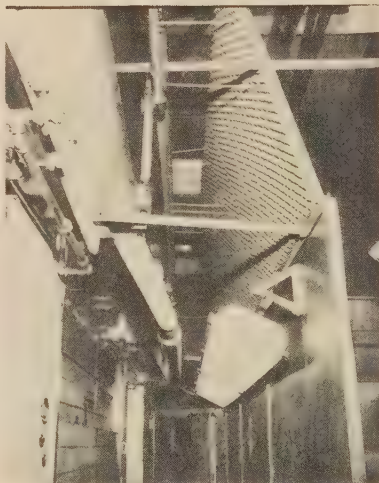
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ON THE INSIDE—The *Kansas City Star* press and folders are enclosed to protect pressmen from excessive noise. They must wear protective headgear when they walk into the area shown above, between the enclosure and the press.

nurses. The nurses were enrolled in a training course conducted by a local ear, nose and throat specialist, for qualification.

A local audiologist was retained for consultation on our program and for evaluation of the tests. The audiologist assisted in the selection of the proper audiometric sound booth and associated equipment.

The equipment for our hearing conservation program did not arrive in plant until early Summer of 1972. Due to the untimely illness of our night nurse, who was qualified for testing, a considerable number of night employees were unable to receive their initial hearing screening test until after we were cited by OSHA. All new employees of affected areas were provided with a baseline audiogram before reporting for work.

In November of 1972 the *Star* was visited by two industrial hygienists from the Occupational Safety & Health Adminis-

tration. The result of the visit was a citation for excessive noise exposure in our press room. The compliance officers were impressed with the amount of work that had been accomplished prior to their visit but they informed the *Star* they were obliged to present the citation anyway because the use of personal protective devices was not acceptable as a permanent solution to the problem. A two year abatement period was allowed because of the tremendous amount of work that must be done to bring the room into compliance.

No local experts

The *Star* sought assistance from local Acoustical Engineering firms and found that none of those interviewed were acquainted with problems associated with newspaper publications. It was finally decided that we must learn a few basic principles of acoustical engineering and hash out our own problems.

The *Star* purchased a sound level meter, the same type and model as used by the OSHA Compliance Officers, and conducted a rather extensive number of tests for noise levels on the "A" scale only. We then discovered that we needed more information about the sound levels throughout the various frequency ranges.

A call was made to George Cashau of ANPA R/I and the problem was discussed. Cashau was sent to *Kansas City* with an octave band analyzer and a sound analysis was made.

While reviewing the results and making a survey of the length of time of exposure and the noise levels at the various work stations, George Cashau and I brainstormed a number of ideas that they considered worthy of further study.

I obtained permission from the *Star's* Board of Directors to experiment with these ideas and work out the problems encountered as they occurred.

The ANPA was requested to allow George Cashau to consult and measure the results of the project from time to time. The request was granted.

A seven unit press isolated from most of the press room was designated as the experimental press. This press was also determined as possibly the hardest press on which to combat the noise problem because of the close proximity of walls on three sides of the line.

Easiest problem first

The reel room noise was attacked first because we knew this would be the easiest problem to encounter and give us a little time to further our education which we surely needed.

All openings in the floor or deck plates between the press room level and the reel room were sealed and isolated with whatever we could find of ready supply such as old press blankets, metal and silicone sealer. The opening in the arch of the press was closed to the smallest dimension that we determined would still allow the paper to feed through to the unit. Care was taken to cushion or prevent direct sound transmission from the press to the deck plates etc.

The results were measured by *Star* personnel from time to time and finally Mr.

(Continued on page 64)



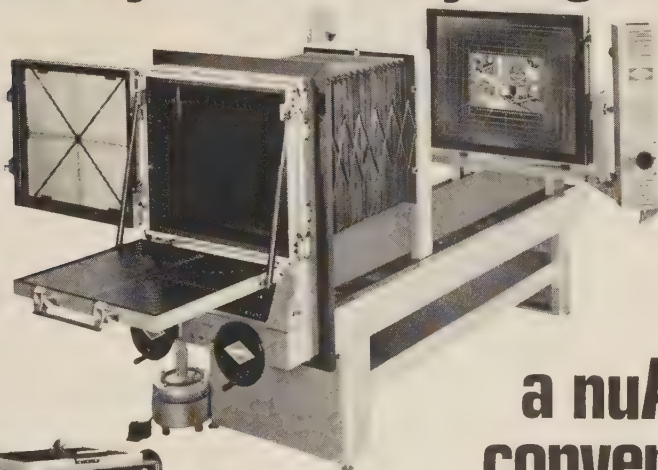
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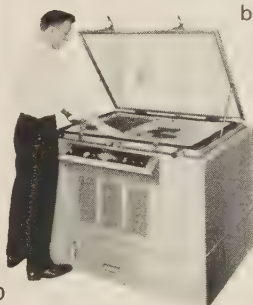
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Cashau was again called upon to evaluate the results.

They were quite impressive. Dosimeters were placed on the reel men and we concluded that sufficient reduction had been accomplished to allow a man to work under existing threshold limit values on any single shift run by the press or in nearly all cases any two shifts in a 24 hour day without the use of any personal protective devices. We concluded the isolation of the press room reel area was averaging \$125.00 per unit for both material and labor. This was certainly a feasible approach. Results of these tests were sent to OSHA for their files.

Total enclosure tackled

The decision was made to attack the noise problem on the press room floor with total enclosure of the press line for the following reasons: the folder enclosure already on the folder could be retained and the attenuation qualities improved; close proximity of plate track to press lines and the need to either move them or remove them if we determined to use the isolation booth approach; flymen and other people involved in material handling or waste handling would not be afforded sufficient protection by the isolation booth approach;

Also the fly positions on the folders were too short and the entire paper escalator system would need to be removed and installed differently; not enough room between some of the lines to install booths of sufficient size to house operators and allow passage to the outside; and newspaper educational tours would have to be discontinued or drastically revised to include only hours when presses were not in operation.

We calculated the above costs to greatly exceed costs of enclosures as originally planned.

We considered extending our enclosure wall from press floor to ceiling only if necessary to bring our noise to acceptable limit.

The final decision was made to do only the necessary things to bring us within compliance and as economical as possible.

Qualifications required

The enclosure that we would design and construct must include the following qualifications: economical feasibility; reduce exposure to all noise in the room to meet current requirements considering time of exposure and noise levels; build in correction factors and allow for some unknown; fire proof at lower levels and fire resistant at upper levels; sturdy durable material easily cleaned; and leave sufficient access to press for maintenance of equipment and sufficient access for operation.

An experimental booth was constructed of materials utilizing knowledge gained from reading acoustical engineering literature and determining attenuation capabilities of different materials and combinations of same.



ON THE OUTSIDE—The press can be operated by the press console on the outside of the enclosure.

After the booth was constructed we moved it from one position to another taking noise levels both inside the booth and outside the booth to determine the sound reduction capabilities of the various combinations of materials and shapes.

We finally determined we must construct a wall from the press room floor eight feet high of material capable of reflecting or shielding noise. The wall consists of the following material and assembled in order from the side nearest the sound source: 26 gauge metal; $\frac{1}{8}$ " masonite; $\frac{3}{4}$ " air space; $\frac{3}{4}$ " plywood and 26 gauge metal. A four foot panel was angled upwards from the lower panel back toward the press designed to contain and absorb noise reflected by the lower panel. This panel was constructed from the following material and installed in order from the side nearest the sound source: 2" convoluted polyurethane; $\frac{1}{2}$ " plywood and 26 gauge metal.

Effective sound traps

Sound traps were constructed at the top of the ladders on the catwalk level. These are quite effective. We may find it necessary to install additional sound traps at the ceiling in some areas of our room, however at this time it is not deemed mandatory.

No isolation of the stairways from the reel room to the press room level is needed because the stairs are located outside the press enclosures and not affected by excess noise levels.

No major revisions are necessary in our air-conditioning or air handling system.

We envision a much cleaner press room at least on the outside of the enclosure and the concentration on the inside should be easier to take care of.

The wall panels are only one and five sixteenth inch thick. The wall panels are quickly and easily removed for maintenance of the equipment and doors are situated between each unit for access.

Our experimental press is currently very near completion and the results of most recent sound survey conducted by George Cashau of ANPA R/I when only

one side of the press was completed indicated almost complete success. Further tests with a completed enclosure will be conducted in the near future and we expect to be in compliance of OSHA standards.

Headgear needed inside enclosure

Pressmen who find it necessary to go inside of the enclosure while the press is running will be required to wear protective equipment and we have been assured by OSHA that this is within guidelines and is acceptable.

We have a Kidde CO₂ fire extinguishing system on our press that should prove to be much more effective in case of fire and the sound absorption material used on the upper levels appears to satisfy the requirements of F.I.A. and our insurance carrier. An engineer from F.I.A. and the local engineer from our insurance carrier have visited our plant recently and were pleased that the sound absorption material used on our upper panels was flame resistant and self extinguishing.

If we experienced a severe fire the polyurethane material might throw off toxic gases, therefore, we will re-evaluate our exhaust system. It appears highly unlikely that a fire could reach such proportions with our system in operation.

Copies of all tests conducted to-date have been forwarded to our OSHA area office. An informal presentation of our plan and the results of the most current tests was made to the industrial hygienist of the OSHA area office. He was the compliance officer who cited us for excess noise. He seemed quite elated with the results and offered the opinion that our plan was certainly acceptable and that he would recommend official acceptance by the area administrator. We will be required to present our formal plan to OSHA by Nov. 22, 1973.

Estimated expense

We currently estimate a total expenditures of \$125,000 to enclose all nine presses. This does include development and experimental costs. It also includes the costs of relocating one existing wall, additional lighting in some areas, a minor amount of air-conditioning rework, improving of attenuation qualities of the existing folder enclosure, electrical work necessary to relocate press consoles and other incidental requirements.

Costs not included are the original folder enclosures and dust collection system and plate guards in the arch of the units.

Anyone wishing to apply our costs incurred for comparison to what they might expect must consider their own particular problems in regards, to their press configuration and distance between press units, folders, and walls as well as existing plate handling equipment and escalators. Costs may also vary due to material and wage agreements in various localities.

We are constructing all of our project with inplant personnel due to the difficulty of working around production schedules. Don't forget a profit margin if you consider contracting the job to outside firms.

Canadian paper opens \$10m publishing plant

The new \$10 million publishing plant of the *Ottawa Citizen*, containing the latest in offset and photocomposition equipment, was formally opened October 24.

Robert W. Southam, publisher of the *Citizen*, a division of Southam Press Limited, called the new plant "one of the most dramatic and challenging developments in Canadian newspaper publishing this century."

Within the new building, beside the Queensway, just east of the Pinecrest Road interchange, The *Citizen* plans to create a showcase of print-medium developments—from cathode-ray editing terminals to computerized typesetting of news and advertising.

All operations, even the heating plant, are located on one level. A semi-open office plan, with wall-to-wall carpeting, flows outward from a novel raised command centre, where news and advertising layouts are prepared, through the composition and camera-plating departments, to the pressroom.

The 12-unit Goss Metro offset press, which stands 34 feet, was specially built in Britain, and has been undergoing six months of tests by Goss technicians at the Queensway site. It features the latest dust-extraction, climate-control and folding equipment, and will produce 60,000 copies an hour. Its daily capability of 144 pages with increased color facilities can be substantially increased by adding press units when required.

This year marks the 129th anniversary of The *Citizen*, which was established as the *Packet* in the logging village of Bytown in 1844. When the future capital was renamed in the early 1850s, the newspaper became known as The *Evening Citizen*, and it has been published daily in Ottawa since 1865, two years before Confederation. In 1897 it was purchased by William Southam, founder of what is now Southam Press Limited and grandfather of the present publisher. Today The *Citizen's* daily circulation exceeds 90,000.

RIT announces color seminar for pressmen

The Graphic Arts Research Center at Rochester Institute of Technology has announced an addition to its family of seminars for the graphic arts industry. The newest member is a three-day color seminar for pressmen.

The new color program is designed especially for pressmen who want to obtain the best possible printed results from a given set of color plates under shop conditions. In contrast to other GARC seminars, the color seminar for pressmen emphasizes color control in the pressroom rather than the production of color separations and plates.

The subjects covered in the course of

the seminar include the selection of color ink sets; ink laydown sequence; the gamut of printed colors; the problem of reds; and the effect of paper on printed color. Also included are discussions of color densitometry; evaluation of printed sheets; control of dot gain and trapping; how strong to print color; and standard illumination for color viewing. A review of color proofing and its relation to press printing round out the program.

Three- or four-day seminars have become a popular method of training for industry in recent years. They provide an intensive learning experience with expert instruction in just a few days away from

regular job responsibilities. GARC had added to these advantages the opportunity for hands-on experience on production equipment in the Research Center's laboratories. The color seminar for pressmen is conducted in GARC's web offset laboratory and at other facilities at RIT.

The color seminar for pressmen is scheduled quarterly throughout the year. The next sessions are January 2-4, and April 3-5, 1974. Additional dates may be arranged for special workshops with individual companies or associations. The cost of the three-day program, including tuition, supplies, and special reference material, is \$265.



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Inventor: newsprint drought calls for more press control

"The era of cheap and abundant newsprint has ended," according to Sol Steinberg, veteran newspaper production researcher, analyst, and inventor.

"From now on, newsprint expense will be critical to all substantial users. Tight supply will dictate the need for utmost vigilance to keep waste and loss at a minimum."

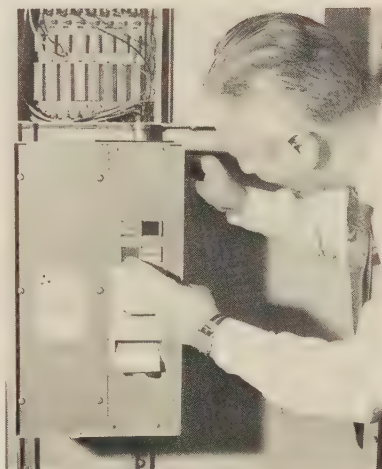
But, Steinberg noted, "few newspapers know accurately how much of their newsprint supply winds up as a saleable product or why the remainder doesn't."

Tools for gauging waste either do not exist or are not used by newspapers, Steinberg said. But, he added, the technology for making the tools does exist.

Steinberg, now assistant purchasing agent for the *New York Times*, discussed what was needed to put a tighter rein on waste.

"We need a whole new family of devices for total observation of the press run. They would measure the length of each roll (basis weight), record which spindle in which press unit it ran on, manned by which pressman, the mill, the roll number, the quality of the printing surface; and the moisture content, some paper defects, press speed, uneven tension, press speed, time, automatic paster problems, etc. They would pinpoint break causes for speedy rectification. They would analyze the output of the press as well."

Steinberg said he would like to work on these problems and needs backers. He said that some solutions became clear to him in his development of the Mileage Meter, an



PRESS GAUGES—Sol Steinberg, inventor of the Mileage Meter, seeks tighter observation of the press run. Steinberg is seen here pushing the Mileage Meter reset button in the New York Times pressroom.

on-press electronic basis weight measuring device, with web break analysis sub-totals now in use by a number of metropolitan dailies.

Complete instrumentation could not only insure that the newspaper gets what it pays for from the mill, but would enable management to program press production more efficiently, Steinberg said. This could mean the production of an edition

with fewer press units or over a shorter period of time.

Steinberg noted that many newspapers have installed electronic equipment in composing and news rooms in order to save money. He said that publishers may be able to make comparable savings in the press-newsprint area, Steinberg claims.

As an example, he said that a newspaper using 30,000 tons of newsprint annually will be spending \$6 million a year for it before long. A two percent production saving of newsprint would amount to \$120,000, or a \$4 a ton reduction in newsprint price. Steinberg maintains savings of this order or more are possible in some cases.

"The key fact is that publishers and production managers who think they know what their break waste, print waste, basis weight, and 'unaccounted for' amount to really don't—at least not in any constructive, analytical, scientific way. If we can develop the right instruments, this information will be available, it will be unarguable, and executives will be able to make better decisions which will save millions over the years."

Steinberg said that in the production of large circulation newspapers it is not uncommon for a variety of causes to put 8,000 or 10,000 copies of a one-pound edition into the "unaccounted for" category.

"That's a loss of up to five tons of paper and at \$200 a ton it will mount up to more than \$350,000 a year. It shouldn't be and it needn't be if pressrooms are properly instrumented," he says.

Steinberg has been active in paper and printing work for nearly three decades. He holds numerous patents in this field. He is the author of many scientific papers, has lectured on newsprint to the Technical Section of the Canadian Pulp & Paper Association, and is a member of the Technical Association of the Pulp & Paper Industry, and of its Graphic Arts Committee and its Runability Task Force.

Greek paper in NYC folds; pressmen's union blamed

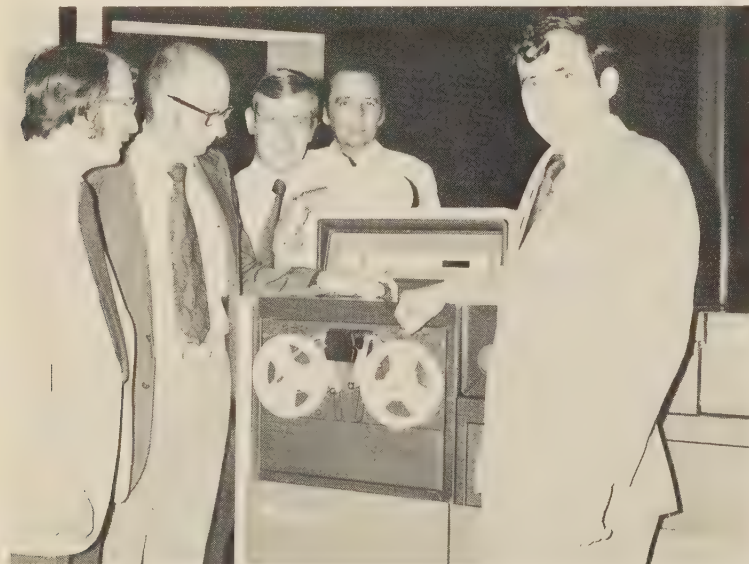
Atlantis, a Greek language daily in New York City since 1894, has closed its doors for good, its press and other assets sold at an Internal Revenue Service auction for \$7,100.

Solon G. Vlasto, publisher since 1944, and his son, James, put the blame on pressure from the landlord for rent and from Local 2 of the Printing Pressmen's Union.

James Vlasto, said the union insisted that three printers were needed at a wage rate of about \$300 a week, as paid at other New York City dailies. He said the printers only were needed two hours a day. "In my opinion that was featherbedding. One guy was usually flat out sleeping and the other one was in a bar across the street. Only one actually ran the presses."

In recent years the paper had a circulation of 14,000, down from a high of 25,000 in the 1950s.

A strike by the Newspaper Guild last year took place.



THE START—Dick Isham (second from left), production manager, Kokomo (Ind.) Tribune, gets ready to start-up the Metro-set phototypesetter now operating in the Tribune plant. Watching the inaugural start of the Metro-set, manufactured by the Information Products Division (IPD) of MGD Graphic Systems, Rockwell International Corporation, are (from left) Dick Johnson, IPD senior systems analyst; Alan Harnish, Tribune composing room foreman; Dick Miste, IPD director of Marketing, and Robert Janowiak, IPD general manager. The 32,000 circulation Kokomo Tribune was also one of the initial Goss Metro-Offset press users.

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FIRST STAGES COMPLETED—for the new four-level \$1 million annex to the Nashville (Tenn.) Banner building on 26,000 square feet of land acquired from the Louisville and Nashville Railroad. Publisher Wayne Sargent said the Banner did not relocate to the suburbs because the paper is committed to the "downtown revitalization" of Nashville.

"Media" sculpture adorns remodeled newsplant

"A constant reminder of our daily obligation to you," is how the management of the Johnson City (Tenn.) *Press-Chronicle* introduced to its readers the massive 1800-lb. bronze sculpture, "Media," which was recently mounted on the remodeled Press-Chronicle building.

The ear of a journalist, the press, and the eye of the public are depicted in "Media," which was fashioned by artist Robert Cook in his Italian studio.

Cook had a showing of his works several years ago in Johnson City at the Carroll Reece Museum of East Tennessee State University and as a result was commissioned by Carl A. Jones, Press-Chronicle publisher, to do the sculpture for the newspaper's building addition.

In Rome, Cooke designed "Media" so that three integral parts could be bolted together. Since the building's new face has strong horizontal lines on its lower floor and bold verticals dominant on the upper floors, Cook used curves and diagonals to achieve his powerful figure.

After working on sketches, a scale model, and the final 30-ft. "Media" for a year, Cook arrived in Johnson City to supervise

the placement of his work on the Press-Chronicle building.

Once it was permanently perched on the front of the building, the sculptor was among those honored at the unveiling ceremonies attended by 150 people.

Publisher Jones called the sculpture a lasting tribute, "one small way of giving something to the community we serve."

The sculpture, the pursuit of truth, and the press-Chronicle's motto, "What the people don't know will hurt them," were all linked during the ceremonies.

Other special guests for the unveiling were Norman Worrell, executive director of the Tennessee Arts Commission; Mr. and Mrs. William Holmberg, president and chairwoman of the board, respectively, of the Chatanooga Times; Glenn McNeill, secretary-treasurer of the Tennessee Press Association; and Congressman James Quillen.

The sculpture is part of a \$1.5 million expansion program at the Press-Chronicle which is now nearing completion. The expansion was started in 1971 and includes conversion to cold type.

Photographers allowed to go with Kissinger

The State Department said November 3 that two news agency still photographers could accompany Secretary of State Henry A. Kissinger to China, but that lack of space would prohibit them from flying aboard his plane on the initial Middle East portion of the trip.

The department said arrangements were being made for a United Press International photographer to join a group of Kissinger's aides in Karachi, Pakistan, and accompany them on an Air France flight to Peking. An Associated Press photographer will join the State Department group in Paris on their way from Washington to Karachi.

Robert Schnitzlein, UPI Asia Division newscaptures editor, joins the Kissinger party at Karachi for the final leg to Peking. Other UPI photographers from Europe were sent to the several other Middle East stops on the trip.

A State Department spokesman said there will be room on Kissinger's plane after the Middle East part of his tour, ending November 9, because Assistant Secretary of State Joseph Sisco and his staff will leave the main party before Kissinger flies on to Peking.

Originally, the State Department decided to exclude still photographers, prompting telegram protests to Kissinger by H. L. Stevenson, editor and vice president of UPI, and Wes Gallagher, president and general manager of AP.

Both news executives said the absence of still photographers would mean that nearly 2,000 U. S. daily newspapers and hundreds of foreign newspapers would receive an incomplete record of Kissinger's trip.

The group traveling on the Secretary's plane also will include a UPI and an AP reporter, eight reporters for individual newspapers, a Time magazine reporter and three television network reporters.

Lyons is appointed publisher of TODAY

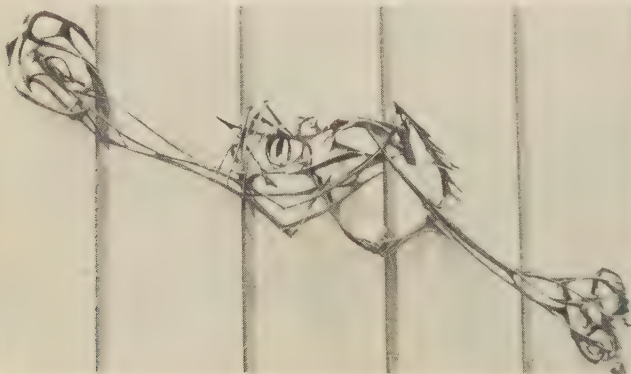
Joseph Lyons, general manager of Gannett Florida newspapers, has been named publisher of *Cocoa* (Fla.) *Today*.

James Jesse, publisher of *Today* since 1972, was named publisher of *Pensacola News-Journal*, succeeding Braden Ball, who has been publisher and president of News-Journal Inc. for the past 30 years.

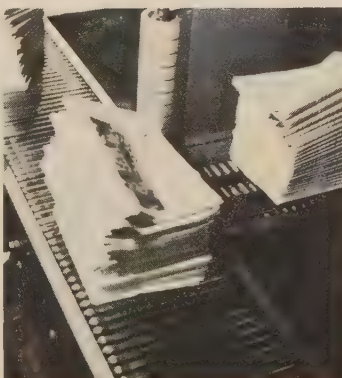
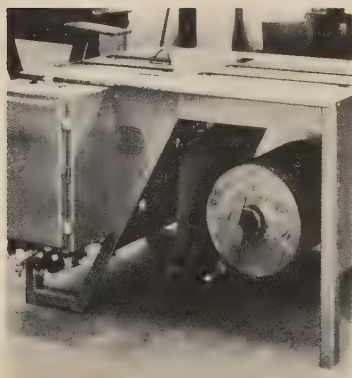
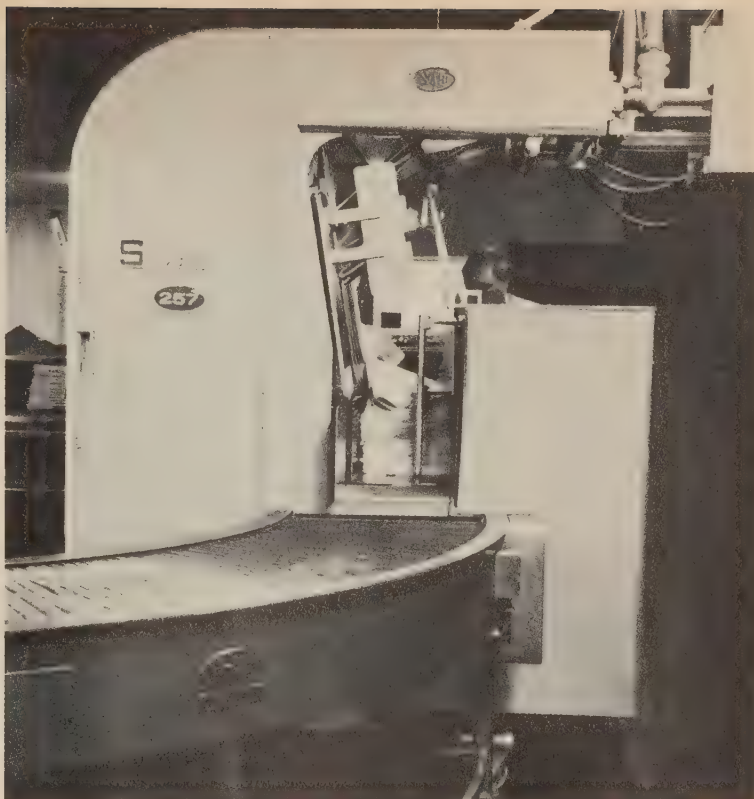
Ball continues as president of the corporation, and will continue to handle corporate matters and community affairs for Gannett in the Southeast.

Jesse has two sons, Charles, production manager of the *Boca Raton News*, a Knight Newspaper, and Rikard, a photographer of the *Melbourne Evening Times*.

Other changes at *Today*, include the appointment of Buddy Baker, managing editor, to assistant to the publisher and the naming of Kent Freeland to managing editor and Barney Waters to assistant managing editor.



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Meeting at Boca

(Continued from page 10)

da, the conversation usually gets around to commiseration. Says one to the other, or vice versa, "too bad you didn't buy some of this land back in those days when we attended the SNPA conventions here."

Twenty years ago when the Southern Newspaper Publishers Association began having its annual meetings in Boca Raton, a one-acre lot near the center of town could have been bought for \$1,000 or less. Today the price would be closer to \$15,000 if any such lot were available.

The story of soaring real estate values in Boca Raton (freely translated as the rat's big mouth) makes daily grist for the news pages. It is very much the same story in every other South Florida community. Boca Raton's stands out with a major difference that gives rise to the three-letter headline code word, CAP. Rarely do you see a cap adorning anyone's head but the word "cap" is on everyone's mind. Cap is short for a daring experiment in environmental control. You'll surely be reading a lot more about it as the legal phases ascend the steps to the Supreme Court of the United States.

Ecological controversy

In this island of greenery and palm-shaded patios amid a jungle of stucco high-rises from Miami Beach to West Palm Beach a basic precept of capitalism faces a challenge. By popular referendum last fall, the residents of Boca Raton approved a plan initiated by the Audubon Society to limit the growth of their community to 40,000 housing units or a population of about 150,000. The so-called "cap" flies in the face of long-range development by the owners of vast acreage and the battle lines are drawn for a classic legal skirmish. Do time-honored property rights supersede modern ecological values?

How timely is this year's convocation of the newspaper executives from the 14-state SNPA area! Many of the publishers and editors must be grappling with decisions in respect to the growth problems of their own circulation areas. Aren't the conservationists and the "meat hunters" just as vociferous in their towns as they are in little (up to now) Boca? A day before or after the newspaper fun-and-business sessions would afford the visitors a firsthand examination of the area that television already has focused its cameras upon.

For a short course in "cap," daily reports in the local newspapers leave little uncovered. It might be of special interest to the guests at the SNPA convention hotel that its owner, the Arvida Corporation, has a battery of lawyers working on briefs to sustain all of the historic arguments for man's right to use of his property. Arvida, a subsidiary of Penn Central, holds title to thousands of acres in and near Boca Raton which it hopes to convert into another city of 100,000 or more people.

In a journalistic sense, Boca is a natural setting for a newspaper convention. At several spots you can take your pick of half a dozen papers—any one at a dime a copy—from an array of vending machines. It isn't that Boca has that many locally-published newspapers. It's a beautiful example of competitive enterprise with Boca circulation a much desired prize.

Although the *Boca Raton News* became a member of the Knight group about four years ago, for \$1.5 million, the massive morning *Miami Herald* has staff coverage in Boca and sets a hard pace for the slim but slick offset-printed *News* which keeps tabs on the local scene each afternoon Tuesday-through-Saturday. The *News* seems to mind its own business so well that the management has a big move on the drawing board—to a much larger plant with presses to be transferred from the Knight Tallahassee plant—despite all the talk that the "cap" could inhibit the city's enlargement, if the courts give it their blessing.

Half a dozen newspapers

The gaily colored news boxes offer not only the *News* and the *Herald* but the *Miami News*, the *Fort Lauderdale News*, the *Pompano Beach Sun Sentinel*, the *Palm Beach Post* and its companion *Palm Beach Times*. If they don't satiate your appetite for news of what's happening in and around Boca morning, noon and night, you can select from the non-dailies such as the *Monday Paper*, which fills the gap left by the *News*. Oddly enough the *Monday Paper*, which claims "over 21,000" home-delivered (free) circulation, is owned by Arthur H. Rich, a Buffalo advertising agency man who recently denied it was the property of a former mayor of Boca, with this inside information:

"Other than selected press releases and news of local organizations, all editorial material without a byline is written either by the *Monday Paper* staff or by reporters who are also employed by daily newspapers in Miami, Ft. Lauderdale and West Palm Beach."

Usually the *Monday Paper's* front page features a superb news picture credited to its advertising manager, James Garbarino.

Boca residents also receive the *Banner News Review*, published by Russell L. Moore and edited by Phil Brennan, a former associate of William Buckley; the *Shopper's Guide*, and the *Condominium News*. All contain some local chit-chat and news items among loads of retail and service business ads. The *Delray Beach News Journal*, a weekly published by the Cox group of West Palm Beach, also comes into some sections of Boca on Thursdays.

So why go to Russia or China on a study mission? There's much to be learned about living style, present and future, within a few blocks from the SNPA hotel which is itself a blend of the Old World and the new. From the top of the 27-story tower you can see mechanical cranes stacking concrete blocks for the land developers who want to put people into filing cabinets. In the midst of this stands the IBM's huge factory that produces machinery to displace people. And it looks

like the Pentagon.

* * *

Sumptuous setting

It would be a fitting compliment to the Daniels family of Raleigh, N. C. if the management of the Boca Raton Hotel and Club installs Frank A. Daniels Jr. and his party in the Presidential Suite during the SNPA convention. For it was Frank's father, as SNPA president in 1952, who persuaded the membership to go to the Florida showpiece for the 50th anniversary meeting in 1953.

SNPA's secretary-manager Walter Johnson says the association's No. 1 men have modestly shied away from occupying the lavish suite since it became available three years ago, preferring to follow the custom set by their predecessors who have checked into a suite in the main monastery-like hotel.

The Presidential Suite, which rents for \$750 a day during the social season has a two-story foyer. The master bedroom, one of four, is reached by a hidden elevator inside pecan paneling or by circular stairway. The decor is salmon colored silk. An all-marble bathroom has a walk-down Roman-style tub, a chaise covered in leopard velvet, and all of the fixtures are gold-plated.

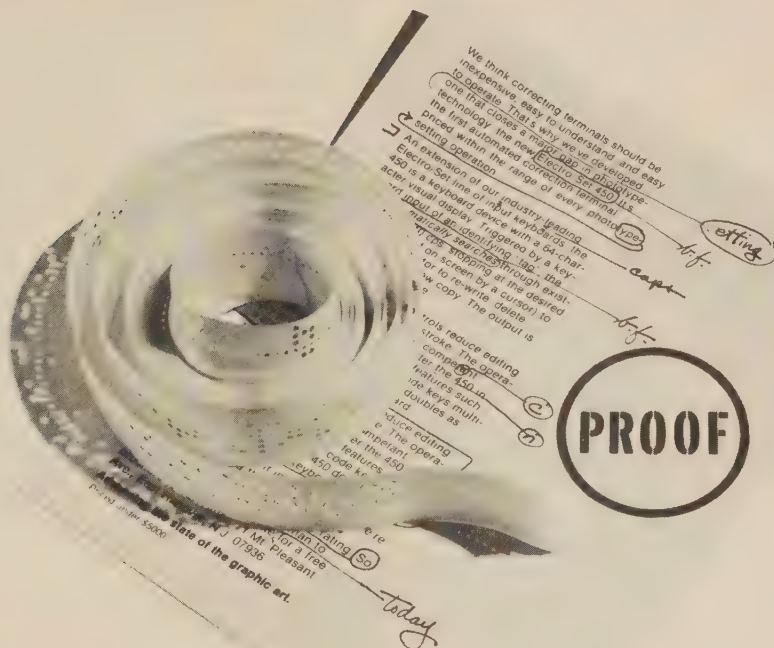
At this point in time, however, Johnson wasn't certain that president Daniels would accept such plush hospitality. He recalled how a member two years ago requested a suite in the Tower and got one (not the Presidential Suite) "that was large enough to land a plane in." Another member, in asking for a Tower suite, was assigned one without questioning the cost but stayed in it through the convention because he would have been too embarrassed to move out. He didn't enjoy the convention, Johnson noted, because he was worried whether his board of directors would okay the tab.

The Boca Raton Hotel and Club has reservations on the books through 1992. In wintertime the hotel accommodates 1,500 guests in its 750 rooms. The late lamented *Saturday Evening Post* dubbed it "Florida's Flossiest Hotel" shortly after the first groupings of Spanish-style buildings were finished in 1926. The entire layout on the shore of the Intercoastal Waterway, with a cabana club on the Atlantic Ocean beach nearby, is still reared as a monument to the original Florida boom.

The first year that the Boca hotel was host to the SNPA many of the members and guests arrived in Boca Raton on Florida East Coast trains or Seaboard Airline trains (to Deerfield). A few came by plane to West Palm Beach and others landed in Miami where they could obtain limousine service to Boca at \$25 a head. The convention fee was \$15 per couple. Now it's \$60. The FEC runs only freight trains and the Amtrak maintains an irregular schedule on the Seaboard tracks without any stations between West Palm and Lauderdale.

The time may come when SNPA conventioners will be lodged in a new high-rise hotel on the Intercoastal Waterway and be transported to and from the Great Hall and/or Convention Center on gondolas. That's the way Arvida planners envision the future of a resort even more glamorous than what they have today.

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dents as well as others. Wisconsin student publications at Madison and the School of Journalism recently bought \$16,000 worth of new equipment and the entire Wisconsin college system plans to spend up to \$50,000 shortly. The University of Missouri-Columbia has spent \$25,000 and plans to provide even more equipment funds in 1974.

Public ownership

John H. Colburn, vicepresident of Landmark Communications of Norfolk, Va., who discussed newspaper economics, said that with more and more newspapers going public, it was also important for private companies to get their newsrooms into the budget-making process instead of having expenditures imposed from above. He observed that non-news personnel wanted to know more than they do now about both the news techniques for putting out papers and the economics of journalism as applied to the daily.

Colburn pointed out that more than half of U. S. dailies now belong to groups and that there had been a flurry of purchases by them in the past few months. He said that each group ownership had to be evaluated from its performance because some were good and some were poor.

Meyer of the *Miami News* said that he was more concerned about corporations going public than about group ownerships. Thus a family-owned paper might be able to take less profits or even a loss which could be improbable for a daily listed on a major stock exchange and possibly owned by individuals with little social responsibility for good journalistic performance. Meyer agreed that journalism students needed to know details about the economic problems of the profession they were about to enter.

Ronald J. Semple, assistant to the president, Lee Enterprises, Inc., said more and more publishers were being selected from editorial staff members because they were generalists. At the same time, more and more newsmen are becoming hired hands working for non-resident ownership.

Asked if newspapers were looking for "junior management types" today, Colburn replied, "Few students want these jobs and prepare for them. I think there will be demand. You may see them all around."

The faculty

Remarks about teaching journalism were interspersed with comments on the promotion and tenure difficulties of media-oriented individuals in an academic world often geared to scholarly journals and "publish or perish." Yet many journalism administrators agreed with William E. Porter, recently retired journalism department chairman, University of Michigan, when he said that popular articles on journalism in *Atlantic* and *Harpers* did count at his school. He cited one scientist who included even a letter to

The *New York Times* among his publications listed as ground for promotion. He explained the problem too often was that the non-research journalism professor ceased to be a professional any more and did not write for publications, popular or scholarly.

Ziff of the University of Massachusetts said that news gathering was really "a way of knowing" and thus a great intellectual accomplishment. He warned of the need to "get to readers where they are living" despite current newspaper trends toward specialized reporting and greater expertise.

Indiana University's Gray claimed that journalism scholarship was too much "bastardization" from other disciplines and he urged professors to work harder to establish their own discipline. Others said that their campus colleagues in other disciplines than communications were illiterate about the news process and thus frequently could not teach courses effectively through "the journalistic prism" to future newsmen in, say, political science or economics. Too many non-journalism introductory courses are geared to lead toward advanced, graduate work and not to provide the real, basic nuts-and-bolts needed by newsmen. If this problem can not otherwise be solved, most administrators agreed that the journalism school or department should offer its own program in the area.

Minnesota's Gerald warned that it might be impossible to "taste" some subjects and that journalists who aspire to get the essentials of other academic departments' subject content might encounter real difficulties. However, again, first rate minds could do the assignment despite its difficulty.

Maxwell E. McCombs, School of Public Communication, Syracuse University, said that a higher level of original research and a more systematic quality would benefit the individual's personal development, journalism education collectively, and the newspaper profession through providing data that might be useful. He said that, to date, too much communication research had utilized the "fly-swatter approach" of "Do this one; do that one." McCombs said that the ideal faculty member would be "a teacher (hyphen) scholar" who could enrich his classroom performance through his own research productivity.

However, James W. Carey, director, Institute of Communications Research, University of Illinois, pointed out that practitioners with high records in newsroom performance were not brought to the campus to become "systematic scholars." He added that "journalists know and understand things that other people don't know and that is needed." And Reedy of Marquette cited what he called "pseudoscholarship" which was conducted primarily for purposes of promotion or tenure. Reedy said he did not feel there could be genuine communication research until an individual understood and appreciated journalism standards.

Leard of Richmond said that studies such as those done by the Associated Press Managing Editors Association showed that practitioners did want help from the academics in research and he

Inland group hires new general manager

William G. Boykin, now executive director of the Texas Press Association, will become general manager of the Inland Daily Press Association next Spring.



Boykin

Boykin, who was chosen from a field of more than 70 applicants for the job, will replace William F. Canfield, who has been Inland's manager since 1945 and is retiring April 30.

Before becoming executive director of TPA, Boykin was executive director of the Florida Press Association and the Allied Daily Newspapers,

and as assistant manager of the Oklahoma Press Association.

Inland has 499 member newspapers in 25 states, Canada and Bermuda. Its offices are in Chicago.

urged educators to increase their cooperation in such activities.

Non-metro training

Judith W. Brown, editor of the *New Britain* (Conn.) *Herald* asked what journalism schools and departments were doing for the non-metropolitan newspapers. Gray of Indiana University and several other administrators reported that in the past several years some of their better graduating students had opted to take jobs with non-metropolitan dailies. The reason, the graduates said, was that they were disenchanted with the life styles in larger U. S. cities and so they were turning elsewhere for jobs.

Through most of the sessions ran two sub-themes: (1) That journalism education, like the media themselves, has no single royal road for satisfactory operation and (2) That, working together, the practitioners and professors can achieve more than either group can by working separately.

Kenneth MacDonald, vicepresident and editor of the *Des Moines Register and Tribune*, in remarks opening the conference spoke approvingly of "the diverse orientation" of various journalism schools and departments. Most of the participants agreed with his viewpoint, as indicated by many comments relating other matters but still carrying the sub-theme.

It was suggested that the ANPA Foundation hold future meetings so that practitioners and professors could discuss mutual problems and concerns. Stanford Smith, ANPA president and general manager, promised that if staff time were available the Association's technology experts would help schools and departments of journalism decide what new equipment to buy and when. Dean Danielson of Texas reported that some of his graduate students had done papers on automatic indexing of news which would interest newspaper editors and publishers working on that project.

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Strikes

(Continued from page 9)

mated by John S. Prescott, Jr., president of the Washington Post Co., at "well over a million dollars." Prescott said that the Post might file a grievance against the union, seeking to recover its losses.

Other strikes

Here's the strike situation in other cities:

- **Green Bay (Wis.) Press-Gazette**—Printers have been on strike since January 25, 1972. Press-Gazette producing by photocomp has not missed a publication date. Typographical union local is publishing full-size offset daily, the *Daily News* since November 1972 starting with an evening edition and switching to morning. Token picketing of Press-Gazette. No negotiation sessions scheduled.

- **Omaha (Neb.) World-Herald**—150 printers remain on strike, with about 15 returning to work. Meeting several weeks ago requested by union reached no conclusions, both sides sticking to demands. World Herald has continued to publish with photo-composition equipment.

- **Hammond (Ind.) Times**—Strike of nearly three months still in progress by printers. Some newspaper guild members joined strikers. Some returned to work, while 10 members help man picket line. Guild election as result of strike ousted reporter James Parker. William Nangle, an assistant city editor, elected chairman of Hammond Unit. NLRB considering union complaints against company and a Times counter complaint. Paper is totally photocomp and management reports no revenue or circulation lost as operation continues.

- **Painesville (Oh.) Telegraph**—Twenty printers struck papers on July 6. After a fire in a newsprint storage building and an explosion at the home of publisher D. C. Rowley, International Typographical Union obtained a cease and desist court order against the local. Strikers printing a four page bulletin called *Lake County Today*. Walkout was over wages. No picketing since court order was issued. Telegraph continues to publish.

- **The Sudbury (Ont.) Star** published November 3 for the first time since employees went on strike October 4.

Striking pressmen agreed to return to work while negotiations for a new contract continued.

The pressmen, members of Local 590 of the International Printing Pressmen and Assistants Union, had been earning \$5.52 an hour and were seeking \$7.09 plus improvements in vacation and fringe benefits.

Local 846 of the International Typographical Union, with about 35 members, and Local 832 of the Northern Ontario Newspaper Guild, with about 30 members, did not cross the pressmen's picket lines.

The ITU was seeking a contract to replace one that expired April 30.

The guild was seeking its first contract since it was certified earlier in the year. One issue in its negotiations was the dismissal of five guild members. The guild said the paper agreed to reinstate three.

8 publishers contract for IBM's makeup system

Eight publishers have contracted with International Business Machines' Federal Systems Division to develop the software for a full page makeup system. IBM had earlier conducted a feasibility of a full-page makeup system based on computer operated composition.

The newspapers are now negotiating contracts with the hardware manufacturers needed for the system. The newspapers involved are: *Dallas Morning News*, *Atlanta Journal and Constitution*, *Norfolk (Va.) Pilot-Ledger*, *Washington Post*, *Miami Herald*, *Minneapolis Star-Tribune*, *Toronto Star* and *Scripps-Howard* newspaper group.

Paul Tattersall, director of data processing and systems research at the Washington Post, said that IBM would develop "a system that will hold the entire contents of the newspaper in the computer including halftones." The system will enable the newspapers to "put out whole pages at a time," he added.

Tattersall said IBM's part of the system would be ready in early 1976; the papers would start converting to the system in 1976 and 1977, with many papers operational by the end of 1977.

A number of leading equipment manufacturers are involved in developing full page makeup systems, but software has been the major hangup.

APME reports

(Continued from page 15)

problems dealing with law, medicine, schools, taxes or other specialized subjects.

The columns have drawn financial resources that represent a substantial commitment for newsrooms in either new money or shifted funds. The 222 papers in the 1973 survey are estimated to be spending nearly \$4 million a year on their Action Lines, up from an estimated \$1 million for 56 papers in the 1968 survey.

The highest estimated cost found for a single column in the 1973 survey was \$3,000 a week, reported by two papers, nearly twice the 1968 high of \$1,600 for a single column. The primary expense is for wages and salaries, with 412 reporters and clerical workers on full or part-time Action Line payrolls in 1973, up from 150 in 1968.

Reader response as measured by readership studies and queries coming to the columns is heavy. All papers reporting readership studies said their Action Lines scored best or very high among the features analyzed, with 37 papers or 17 per cent of the 222 survey responses reporting that the column was the best read feature in the paper. The 217 columns reporting queries in the 1973 survey estimated their total weekly volume at 63,159 of queries handled by the 56 papers reporting in the 1968 survey.

Still, the query load rose less rapidly at the papers surveyed than did their total circulation during the 1968-73 period. This



Ray J. Greene

Greene joins ad bureau to direct classified ads

Ray J. Greene is joining the Newspaper Advertising Bureau, Inc., effective November 12, as vicepresident for classified advertising.

Greene has been classified and real estate advertising manager of the *Baltimore (Md.) News-American* since February, 1966. Before that he was classified advertising manager of the *Salem (Ore.) Oregon Statesman* and *Capital Journal*.

A past president of the Association of Newspaper Classified Advertising Managers, Greene was also chairman of its Action Committee.

His book, "How to Double Your Profit In Real Estate Advertising" is scheduled for publication by Prentice-Hall, Inc. in February, 1974.

means that the volume of queries is either no longer rising or is tapering off at many of the older Action Lines.

An important tool used to draw more queries was the telephone recorder, an Action Line resource at 68 of the 222 papers. Recorders attracted 60 per cent of all queries coming to the 68 recorder columns and drew 42 per cent of all queries coming to all columns. While the recorder is found most often at larger papers, it was also found at medium-sized and smaller papers. Thirty-nine dailies with less than 100,000 circulation, including 17 between 15,000 and 30,000 in circulation, said they used recorders to take the columns' queries.

Editors reported that their Action Lines have dissatisfied advertisers in 95 of the 222 papers particularly the larger dailies. Reports of advertiser dissatisfaction about some columns' policies of naming companies' names in published complaints came from 85 of the 222 papers, with 30 of the 85 either losing ads, threatened with loss of ads, facing a lawsuit or threatened with one because of Action Line practices. Advertiser dissatisfaction is significantly higher with columns that stress problem solving (as opposed to merely answering information-seeking questions) and complaints about commercial firms.

7th Annual Awards for Excellence



Once again, John Hancock Mutual Life Insurance will honor six professional writers judged to have contributed significantly to reader understanding of business and finance through articles published during 1973.

Winners will be chosen in six publication categories with individual awards of \$1,000, plus participation in an awards presentation program, to be held at one of America's leading academic institutions.

Basic objectives of the Annual Awards for Excellence are to foster improved public understanding of business and finance with particular emphasis on lucid interpretation of the complex economic problems which affect the lives of all citizens.

Cash awards of \$1,000 will be presented in each of the following classifications:

Syndicated and News Service Writers
1972 winner: John T. Cunniff,

Associated Press

Writers for National Magazines of General Interest

1972 winner: George J. Church,
Time Magazine

Writers for Financial Business Trade Publications

1972 winner: Philip B. Osborne,
Business Week Magazine

Writers for Newspapers with Circulation above 300,000
1972 winner: Rudy Maxa,
Washington Post

Writers for Newspapers with Circulation 100,000 to 300,000
1972 winner:

Al F. Ehrbar and Steve Petranek,
Rochester Democrat and Chronicle

Writers for Newspapers with Circulation under 100,000

1972 winner: Investigative Team,
Sun Newspapers of Omaha

Judges in 1972 were: Gerhart D. Wiebe, Dean of the School of Public Communication, Boston University; William S. Rukeyser, Managing Editor, MONEY Magazine; Joseph Slevin, National Economist Columnist, THE PHILADELPHIA INQUIRER; Edgar A. Poe, President and Treasurer, White House Correspondents' Association; and Sheldon Engelmayer, Editor, North American Newspaper Alliance.

Entry blanks and complete information may be obtained by writing "Awards for Excellence," B-21, John Hancock Mutual Life Insurance Company, 200 Berkeley Street, Boston, Mass. 02117. Postmark deadline for submitting entries is January 31, 1974. Six unmounted copies of each entry must be submitted. Each entry must be accompanied by an official entry form.

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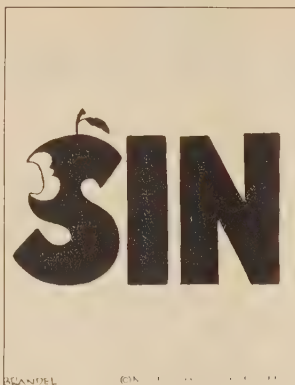
King adds London Times Service and new wordplay panel feature

"Wordplay," a new panel by cartoonist Max Brandel, is being offered from King Features Syndicate beginning Monday, December 3. The daily feature running the gamut from visual word magic to satire is one of three new additions to the King roster.

Beginning next week, King offers the Sunday Times of London Service, six to ten stories each week rewritten especially for American audiences. And as of January 1, King also takes over syndication of Peter Weaver's consumer column, "Mind Your Money." The column is currently in Los Angeles Times syndication.

Cartoonist Brandel's panels illustrating words have been featured regularly in *Mad Magazine* and also published in book form. The word plays have found a following among high school and college age students. For years, Brandel's photo quizzes were featured in *Look Magazine*. The artist, born in Poland, now resides in New York City.

The Sunday Times of London Service will draw on dozens of bylines from around the world. In addition to the basic service, clients will have rights to a selection of features from the Sunday Times, including the crossword puzzle often de-



"Wordplay"

scribed as the most challenging around; film, book and theatre reviews, photos and illustrations, and stories from the paper not used in the Service. Also offered to clients will be first refusal rights to the Sunday Times Magazine material. This is not part of the basic service.

Tuscaloosa Newspapers buy Selma (Ala.) T-J

The *Selma (Ala.) Times-Journal* has been sold by Frank Ford, Roswell Falkenberg and W. C. Calhoun of Selma to a new corporation, Selma Newspapers Inc.

Bruce G. Morrison, presently general manager of the *Natchez (Miss.) Democrat*, has taken over as publisher of the *Times-Journal*. Morrison is president of Selma Newspapers Inc. and Warren Koon, publisher of the *Democrat*, is vicepresident.

Majority ownership of the Selma newspapers is held by Tuscaloosa Newspapers Inc., of which James B. Boone Jr. is president and publisher. Substantial minority ownership is held by Morrison and Koon, who also hold minority ownership in the *Andalusia (Ala.) Star-News* with Boone and Jimmy Lambert Jr. of Natchez, who is publisher of the *Star-News*.

Boone is also majority owner of the *Picayune (Miss.) Item* and the *Natchez Democrat* in which Koon is a partner. He also holds majority ownership in the *Alexander City (Ala.) Outlook* and the *Dadeville (Ala.) Record*. Koon is also a minority owner in these papers.

S. Carolina publisher buys oldest U.S. daily

A majority stock interest in the *Alexandria (Va.) Gazette*, the oldest daily newspaper in the United States, has been acquired by the State-Record Company of Columbia, S.C. The *Gazette* was founded in 1784.

Purchase of the majority interest from Mrs. Sarah Carlin Messer was announced jointly by Ben R. Morris, Jr., president of the State-Record Company, and Mrs. Messer, widow of the late Charles C. Carlin, Jr., whose family owned the *Gazette* for many years. Morris said that Lewis A. Stearman, will continue as vice president and general manager of the *Gazette*.

The State-Record Company, parent company of Columbia Newspapers, Inc., publishes the *State* and the *Record*, largest newspapers in South Carolina. The firm also owns Gulf Publishing Co., publisher of the *Daily Herald* and *Morning Sun*, in Biloxi-Gulfport, Miss. and the Sun Publishing Company of Myrtle Beach, S.C.

The minority interest in the *Alexandria Gazette* is held by Mardell Securities, Inc., of New York.

New E&P ad salesman

Donald Stribley joined the Chicago office of *Editor & Publisher* November 5, 1973, replacing W. F. Pierce.

Stribley, who sold printing, paper, and advertising space for Cahners Publishing Co., has a BA in journalism from Michigan State University and has taken advanced marketing courses at Northwestern University.

Stribley is married and has a son 16 years old.

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XEROX

Past Week's Range of Stock Prices

NEWSPAPERS

Affiliated Publications (AMEX)	10/31	11/7
American Financial Corp. (OTC)	9	8 7/8
Booth Newspapers (OTC)	14 1/4	11 7/8
Capital Cities Bdcg. (NYSE)	18 3/4	18 1/2
Com. Corp. (OTC)	44	40
Cowles Comm (NYSE)	3 1/4	3 1/4
Dow Jones (OTC)	8 5/8	8
Downe Comm. (OTC)	28 3/4	26 3/4
Gannett (NYSE)	2 1/2	2 1/4
Gray Comm. (OTC)	39	35 3/4
Harte Hanks (NYSE)	10 1/2	10
Jefferson-Pilot (NYSE)	10 1/2	9 3/4
Knight (NYSE)	36 3/4	36 1/4
Lee Enterprise (AMEX)	39	37 1/8
Media General (AMEX)	14 1/2	14 1/8
Multimedia (OTC)	34 1/2	32
New York Times (AMEX)	20	18 1/2
Panax (OTC)	14 3/4	13 1/2
Post Corp. (WISC.) (OTC)	3	3
Quebecor (AMEX)	11 3/4	10 3/4
Ridder Publications	15 1/2	14 3/4
Southam Press (CE)	19	17 1/2
Speldt (OTC)	28	30 3/4
Thomson Newspapers (CE)	11	11
Time Inc. (NYSE)	14 1/4	14 3/8
Times Mirror (NYSE)	41 1/4	37 1/2
Toronto Star (CE)	22 3/4	22 3/4
Washington Post (AMEX)	26	24 3/4
	24 1/4	22

SUPPLIERS

Abitibi (CE)	14 3/4	13 3/4
Addressograph Multi. (NYSE)	14 3/4	13
Alden Electronics (OTC)	1 1/4	1 1/8
Alfair (OTC)	5 1/4	5 1/8

Anglo-Canadian (CE)	19 1/2	19
Ball Corp. (OTC)	12 1/2	11 3/4
B. C. Forest (CE)	25	23 1/2
Berkey Photo (NYSE)	13 1/2	12 1/4
Boise Cascade (NYSE)	15 1/2	15 1/4
Compugraphic (AMEX)	35	31
Compuser (OTC)	8 1/4	8 3/8
Crown Zellerbach (NYSE)	39 3/4	36
Cutler-Hammer (NYSE)	39 1/8	35 5/8
Dayco (NYSE)	16 1/4	16 1/4
Digital Equipment (NYSE)	115 1/2	111 1/4
Donitar (AMEX)	25 1/2	25 1/4
Dow Chemical (NYSE)	42 1/2	57 1/4
Dymo (NYSE)	20 3/4	19 3/4
ECRM (OTC)	9 3/4	9 3/4
Eastman Kodak (NYSE)	131 1/2	128
Ehrenreich Photo (AMEX)	13	12 1/2
Eltra (NYSE)	33 3/4	32 3/4
General Electric (NYSE)	66 1/2	62 3/4
Georgia Pacific (NYSE)	43 1/2	40 1/8
Grace, W. R. (NYSE)	28	27 1/4
Great Lakes Paper (CE)	30 1/4	25
Great No. Nekoosa (NYSE)	52 1/4	50 1/4
Harris Intertype (NYSE)	38 1/8	35 1/4
Inmont (NYSE)	8 1/8	7 1/8
International Paper (NYSE)	51 1/2	49 1/2
Itak Corp. (NYSE)	21	20 1/4
Kimberly Clark (NYSE)	43 1/4	41 5/8
Log Electronics (OTC)	5 1/4	5 1/4
MacMillan, Bloedel (CE)	39 3/4	37
Milgo Electronics (AMEX)	23 1/2	20 1/4
Millmaster Onyx (AMEX)	9	8 3/8
Minnesota Min. & Mfg. (NYSE)	88 1/2	86
Photon (OTC)	11 1/4	11 1/4
Richardson (NYSE)	30 1/4	28 3/4
Rockwell Intl. (NYSE)	52 1/4	48 5/8
Singer (NYSE)	20 1/4	20 1/4
Southland Paper (OTC)	10 1/8	9 3/4
Southwest Forest Ind. (NYSE)	21 1/2	19 1/2
Sun Chemical (NYSE)		

Wheelabrator-Frye (NYSE)	16 7/8	15 3/4
White Consolidated (NYSE)	13 3/4	12 5/8
Wood Industries (AMEX)	11 1/4	10 1/2

ADVERTISING AGENCIES

Batten, Barton, Durstine, Osborn (OTC)	15 1/2	14 3/4
Doremus (OTC)	5	4 3/8
Doyle, Dane, Bernbach (OTC)	13 1/2	13 1/2
Footie, Cone, Belding (NYSE)	10 1/2	10 1/2
Grey Advertising (OTC)	10 1/2	9 1/2
Interpublic Group (NYSE)	14 1/4	14 1/4
Needham Harper & Steers (OTC)	9 3/4	9
Ogilvy, Mather (OTC)	25	21 3/4
PKL Co. (OTC)	1	1
J. W. Thompson (NYSE)	14 1/2	13
Tracy-Locke (OTC)	5	5
Wells Rich Greene (NYSE)	11 3/4	10 1/4

Domtar raises price

Domtar Ltd. will increase its newsprint price \$25 a ton, effective November 15. Earlier the company had announced that it would have a \$15 price hike on January 1, 1974.

The company said "current and future increases in the costs of energy, wood and labor" are considerably higher than previously announced.

Bowater Inc. and Abitibi Paper Co. say they are sticking to their \$15 a ton increase scheduled for January 1.

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"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

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NEW BOOKS GALORE EVERY YEAR! Weekly "BookViews" tells you readers about hardcover and paperbacks they want to read. Not just "best-sellers." Write Interlude Productions, Box 157, Maplewood, N.J. 07040.

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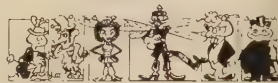
BRIDGE COLUMN—Life Master presently writing successful weekly column would like to syndicate. Take advantage of growing and tremendous interest in Bridge. Samples on request: Carl Brett, c/o Today's Post, 160 N. Gulph Rd., King of Prussia, Pa. 19406.

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ANNOUNCEMENTS

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APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure, M. R. Krehbiel, Box 88, Norton, Kans. 67654.

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ANNOUNCEMENTS

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Help Wanted...

ACADEMIC

GROWING CALIFORNIA PROGRAM
needs photojournalism instructor. MA
and significant teaching and/or media
experience required. Two classes each
news photo and basic news writing. Fall
1974. Affirmative Action Employer.
Send resume to Dr. James Alexander,
Acting Chairman, Dept. of Communi-
cations, California State University,
Fullerton, Calif. 92634.

GRADUATE ASSISTANTSHIP as
Managing Editor of University paper.
Combine with full time graduate study
beginning winter term (November 26).
Contact Dr. David Eshleman, Dept. of
Mass Communication, Central Missouri
State University, Warrensburg, Mo.
64093. An Equal Opportunity Employer.

ANGELO STATE UNIVERSITY seeks
PhD with media experience to head
growing journalism department cur-
rently limited to strong news-editorial
sequence. Experience in advertising in-
essential. Fall 1974. Write: Department
of Journalism, Angelo State University,
San Angelo, Texas 76901.

PUBLIC RELATIONS TEACHER
sought by accredited California State
University department of Journalism and
Advertising. Minimum qualifica-
tions: Masters degree and 2 years ap-
propriate professional experience. Prob-
able rank Assistant Professor; salary
\$10,800 to \$13,800. An Affirmative Ac-
tion. Equal Opportunity Employer.
Write Box 1792, Editor & Publisher.

HELP WANTED

ACADEMIC

CHAIRMAN for Communications Department at California State University, Fullerton. Department with 700 majors in 6 emphases seeks a PhD in mass communication area with teaching and administrative experience to begin July 1, 1974. Position is elective for 10-5 year terms. For information, apply to Dr. Ted C. Smythe, Chairman, Search Committee, Communications Dept., California State University, Fullerton, Calif. 92634. Affirmative Action employer.

ADMINISTRATIVE

DEED GENERAL MANAGER for 9,000 circulation daily in South. Please send resumes to Box 1758, Editor & Publisher.

PERSONNEL MANAGER

Immediate opening. Large daily in the 9 seeking aggressive, self-motivated individual with formal personnel education and experience. Must be able to organize and develop a new personnel department. Responsibilities will include training, wage and salary administration, employee benefits, recruiting, compliance with current labor legislation, etc. Familiarity with labor relations helpful. All replies confidential. Provide complete resume including salary desired to Box 1763, Editor & Publisher.

GENERAL MANAGER FOR GROWING NEWSPAPER GROUP

We need a top-notch general manager of all our newspapers who can grow with them and participate in a well-financed acquisition program.

The person we want must be thoroughly experienced in all phases of newspaper work—advertising, editorial, circulation, personnel, production and cost control.

You must be able to give directions in a manner that gets results, but at the same time not be abrasive since we have good people working for us. You must be profit-minded, but we now that to increase earnings, we must also have newspapers that serve their areas well.

Send resume and career objectives, which will be held in confidence, to:

**Box 1771,
Editor & Publisher**

MOTION MANAGER needed for daily with 40,000 circulation. Individual who possess research background as well as creative talents. Some sales experience helpful. Degree preferred. We will consider who can grow into a Director of Marketing position. \$20,000 plus bonus. Send resume to Box 5, Editor & Publisher.

CHIEF ACCOUNTANT

ly newspapers in Zone 4 and Zone 5 (separate positions). Responsible for auditing, credit, pay roll and purchasing functions. A minimum of 2 years newspaper accounting experience desired. Excellent salary and fringe benefits. Submit complete resume with salary requirements to Box 1770, Editor & Publisher.

NTROLLER wanted with data processing experience. Immediate opening. Full particulars, call collect: Vernon E. Butler Eagle, Butler, Pa. (412) 5771.

GENERAL MANAGER for 12,000 daily newspaper located in California. Company has excellent growth record. You have experience in competitive marketplace. Excellent salary and benefits. Forward resume to Box 1753, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER for large Ft. Lauderdale, Florida, weekly. Experienced in voluntary pay. Call John Powell, (305) 563-3311.

AGGRESSIVE SALES and service salesmen needed for home delivery zone manager on 6-day morning. Field operator experience essential. Your future is excellent if you can produce. Send complete resume of what you have done and salary requirements to Box 1822, Editor & Publisher.

PROMOTION MANAGER—Field operator, boy crew operation experience. No office man needed for this job. Excellent future if you can produce. Send complete resume of your record and salary requirements to Box 1826, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER—10M Southern daily. Department will do \$150,000 this year. 2 full-time employees. Freedom of action and decision. Most desirable environment. \$175 week plus 5% gain commission. More than usual benefits. Box 1768, Editor & Publisher.

BECAUSE SO MANY of our Classified Managers have earned promotion to Advertising Director, we need new people to train for same type of advancement. Must be able to run an aggressive department doing well above average for its circulation, must know real estate and auto fields and be strong on promotion, must be able to train and direct phone room and outside sales people. In exchange we offer excellent salary and bonus, fringes, chance to grow with expanding group. Box 1776, Editor & Publisher.

DISPLAY ADVERTISING

PERSON TO DIRECT ad departments of two 6,000 to 8,500 daily newspapers 30 miles apart in areas that will flow together. Two separate, modern, complete offset plants. Aggressive, young, privately owned company willing to share ownership and growth with the right person to build a team of top, key people. Candidate must be practical, a shirt-sleeve operator and experienced in all areas of advertising. No big shots, executives or ego maniacs need apply. Call or write John W. Nash, Westfield (Mass.) Evening News or Winsted (Conn.) Evening Citizen.

THE NEWS LEADERS, 2 weekly newspapers at the Massachusetts-Rhode Island line, seeks get-up-and-go advertising manager who can sell major accounts and direct 5-woman staff in growing area with lots of competition. We are also affiliated with 2 weeklies in co-operative ad setup. Good salary and benefits plus incentives. Chance to become Assistant to Publisher. Write Ed Curran, Publisher, P.O. Box 429, North Attleboro, Mass. 02761.

AD MANAGER

Zone 5 daily (near 25,000) with good potential needs person to lead staff and put lineage on target. Looking to 1974. This is a good opportunity for a worker who can lead. Fine city, good business. Box 1727, Editor & Publisher.

ADVERTISING MANAGER—50,000 weekly group (paid and free) will reward your managerial and sales talents excellently. Train 4-man staff, stress special sections, build controllable accounts, "spec" layout, handle key accounts. Four growing adjacent markets with blanket circulation. Good salary, bonus. Enjoy ocean, lakes, mountains in this year round recreational Area 1 region. Complete resume: tell sales successes, earnings record. Box 1777, Editor & Publisher.

AGGRESSIVE, HARD-WORKING and innovative person needed to head advertising department of small New England daily located in highly competitive area. Polished manner and ability to direct and motivate salesmen a must. Good starting salary, commission plus company benefits. Box 1819, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

CENTRAL FLORIDA DAILY (12M) seeks go-getter, idea salesman, great growth, highly competitive area. New offset plant. \$150 plus car, full benefit package, raise 3, 6 months. Come to the sunshine. Box 1788, Editor & Publisher.

WANTED: MANAGING TRAINEE for Midwest newspaper group to replace 25 year old who joined us right out of college and has moved to Advertising Director position with one of our papers. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary \$15,000 to \$18,000. Send resume to Box 1596, Editor & Publisher.

ASSISTANT ADVERTISING MANAGER

Rare opportunity for ambitious salesman ready for assistant advertising manager's position. This independently owned daily with over 50,000 circulation is located in attractive Midwest city with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and assist in motivation of 8-man sales department. \$18,000 to \$20,000 base salary plus incentive. College graduates (Masters degree helpful) with 1 to 4 years selling experience and burning desire to get ahead. Please call

Jerry Jackson
Management Consultant
(312) 693-6173

DISPLAY ADVERTISING SALESMAN for fast growing community offset paper, good salary in very beautiful smog and traffic free area, just right for raising a family. Send resume to Bury R. Bishop, Publisher, Herald Dispatch, 102 Fab Ave., Sierra Vista, Ariz. 85635.

CO-OP ADVERTISING SPECIALIST

Fast-growing, national print sales organization needs top salesman to help it tell and sell co-op advertising programs aimed at upscale audiences. Location New York. Give all details and salary requirement in first letter. Box 1808, Editor & Publisher.

EDITORIAL

EDITOR, MANAGING

To edit and write for leading cultural magazine. Must have heavy experience. Wide knowledge of the arts, history, travel, sciences essential. Ability to direct creative staff required. Good salary and benefits. Send resume and salary requirements to Box 1793, Editor & Publisher.

EDITOR FOR QUALITY Alaskan weekly. Must be experienced in community journalism, skilled at hard news, features, photography, layout. Growing city in Alaska's lumbering, fishing country. Write J. Bryson, Wrangell Sentinel, Box 798, Wrangell, Alaska 99929.

WASHINGTON BUREAU CHIEF

to direct Washington coverage of energy situation at all levels for leading economic/energy publication. Administrative ability and knowledge of oil and gas industries important. Offices in National Press Building, excellent compensation program with opportunity for advancement and international travel. Call McKinley, (212) 581-0672 or write in confidence to Box 1732, Editor & Publisher.

EDITORIAL HELP WANTED: News, wire editor for small daily. Daily News, Wapakoneta, Ohio 45895. G. W. McCoy.

POSITION OPEN to experienced newsman. Growing weekly in middle Tennessee near lakes and mountains. Resume requested. The Herald-Chronicle, Winchester, Tenn. 37398.

HELP WANTED

EDITORIAL

NEWS EDITOR—Genesee Valley Newspapers, Pittsford, N.Y. (metropolitan Rochester) is seeking experienced reporter or deskman to supervise news operations for several newspapers. Need very good man or woman for opportunity with 40,000 circulation community newspaper group. Write immediately, enclosing information on background.

MANAGING EDITOR needed immediately to run the editorial departments of an 11,000 AM daily and its tri-city, a free circulation companion publication. Papers are in the Livermore-Amador-San Ramon Valleys, 40 miles east of San Francisco. In choosing a Managing Editor for a staff of about 30, emphasis will be placed on proven newsroom management skills, ability to work with young staff members, a flair for community relations and a zest for a highly competitive environment. We offer top pay and benefits and a chance to grow with one of California's dominant suburban groups. Send complete resume to: Charles Peterson, c/o The Daily Review, P.O. Box 3127, Hayward, Calif. 94540.

MANAGING EDITOR

for 2 community weekly newspapers of Pioneer Press, located in the Chicago suburbs. Must have newspaper experience. Prefer someone with knowledge of desk work and page makeup. Will work with young staff. For interview appointment call Andrea Tobor, (312) 251-1300 or (312) 273-4300 or write Pioneer Press, 1237 Central, Wilmette, Ill. 60091.

EDITORIAL position with major agricultural weekly tabloid headquartered in Mid-South. Must be good writer and experienced in headline writing, layout, etc. Prefer some knowledge of agriculture but not essential. Excellent salary, profit sharing plan, fringe benefits and future. Send resume of experience and education to Box 1739, Editor & Publisher.

CALL THE PERSON WE WANT a telegraph editor. The job is running a 1-man desk operation on a 9,000 PM daily. It's an excellent learning position or a challenge for an older, confident, with good pay and benefits. Contact Bob Morrell, Editor, Tifton (Ga.) Gazette with full details.

CITY EDITOR

Creative, aggressive people-pusher needed for lively metro in one of East's greatest news communities. Tough challenge, promising staff, progressive management. Send 3 samples of your writing and management results to Box 1818, Editor & Publisher.

DESKMAN (OR WOMAN) needed by lively, modern 6-day PM 23,000 daily. Copy editing, headline writing, layout experience in a newspaper absolutely essential. Salary \$8500 with good chance for advancement and responsibility in group. Write to Edward Casey, Executive Editor, Evening Capital, Annapolis, Md. 21401.

WE ARE WILLING to pay top dollar for the person who can give us the country's best news product for 15,000 circulation. This is a job for a "shirt sleeve" editor who will get the job done by fitting in the slot for personal direction of news and photo coverage. We want imagination, creativity, factual reporting and community participation. The job offers top salary, fringes, chance to grow with group in which the two newest publishers are former managing editors. Box 1779, Editor & Publisher.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available. National Newspaper Assn. 340 Main St., Room 527 Worcester, Mass. 01608

HELP WANTED

EDITORIAL

EDITOR for growing semi-weekly in heart of Rocky Mountains. Mature news judgment, solid experience, professional attitude required. Good pay to right person. Write full details to Publisher, The Anaconda Leader, Anaconda, Mont. 59711.

COMPANY OF THE CROSS (Episcopalian) seeks voluntary help of experienced desk and/or rewrite persons in publishing general news magazine in western Canadian city. All living essentials provided for husband, wife and children, small allowance, all transportation costs. For details write the Minister, Co. of the Cross, R.R. 1, Stony Plain, Alta., Canada, (403) 848-2781.

EDITOR

of company publication for company operating primarily in West Virginia, plus press and community relations work. Must be experienced in copy editing, interviewing, feature writing. Photo skills not essential, but helpful. Send resume and salary requirements to Box 1813, Editor & Publisher.

2 REPORTERS for established financial newspaper who are unafraid to confront current issues aggressively and with imagination. 2 years experience. National publication New York City. Box 1799, Editor & Publisher.

MANAGING EDITOR—Young adult/alternative weekly newspaper. Well established in large Area 2 city. Want pro with ability to innovate and improve with creative originality. Limited funds, unlimited future. Box 1810, Editor & Publisher.

FREELANCE

WE PUBLISH about half of the fact-detective magazines and are constantly in need of 3,000-6,000 word accounts of current sensational murders from coast to coast. This could be a steady market for those who deliver. Pay \$100-\$200; more for "blockbusters." Send query or completed manuscript and photos to Dominick A. Merle, Editor, Globe Communications Corp., 1440 St. Catherine St. West, Montreal 107, Canada.

MARKETING

MARKETING RESEARCH ANALYST/SUPERVISOR

Salary \$15-18K per annum commensurate with experience

Rare is the opportunity for a researcher to become involved in this diversity of challenging activities for one of the world's leading communication companies:

- development of demographic, product and mixed media audience data
 - opinion and attitude surveys
 - involvement in research projects for in-depth news features
 - department supervisory responsibility
 - innovation of research studies
 - interpretation and projections of census data
 - just about the complete spectrum of research activity.
- Media, company or agency experience desirable.

If you fit this description, send resume with salary history in confidence to James Moss, The Washington Post, 1150 15th St. N.W., Washington, D.C. 20005. No calls please.

HELP WANTED

LIBRARIANS

EXPERIENCED newspaper librarian with library and/or journalism degree. Duties as assistant: some administrative, indexing, filing, typing, reference, and knowledge of microfilming. Guild shop. Metropolitan daily, Zone 5. Box 1800, Editor & Publisher.

MISCELLANEOUS

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

PRESSROOM

BEAUTIFUL SARASOTA, FLORIDA has much to offer for year-round living. Florida's fastest growing daily newspaper needs experienced person for combination department with 8-unit HOE letterpress, 37½-hour week (nights). Fringe benefits. Contact Personnel Office, Sarasota Herald-Tribune, Box 1719, Sarasota, Fla. 35878; or phone (813) 958-7755.

PRESSMAN—Head or assistant, for Goss Urbanite and Community presses with suburban Denver group plant. Minimum 2 years experience. 4-day, 40-hour week. Excellent benefits. 3 days to enjoy mountains. Call collect: (303) 892-5551, Don Brockob.

PRESSMAN for Cottrell V16A, \$100-\$160 to start depending on experience. Opportunity for quick promotion to head pressman. Zone 2, Box 1831, Editor & Publisher.

PRODUCTION

PRINTER-OPERATOR for prize-winning 6500 circulation letterpress daily in Wyoming's famed hunting and fishing country. Scale \$4 hour, 5 days, 37½ hours. Hospitalization, vacation, time off benefits. Write Milton B. Chilcott, Publisher, Sheridan Press, Sheridan, Wyoming 82801.

MECHANICALLY CAPABLE Linotype operator. Good pay, full benefits including excellent company paid pension, life insurance program. Modern 6-day daily. Box 1801, Editor & Publisher.

COMPOSING ROOM FOREMAN

Daily, Zone 6. Must be a strong leader. If you are No. 2 or 3 person and desire to be No. 1, have experience in photo comp and computer typesetting, you could be our candidate. Forward resume, references and salary requirements to Box 1820, Editor & Publisher.

PRODUCTION MANAGER, Zone 9. Web press, sheet, cold type, 4-color darkroom, tabloid and magazine production. Share profits with young efficient, aggressive mechanical, editorial and sales crew. 4-day week. Must fill in 90 days. Salary to match contribution. References. Box 1825, Editor & Publisher.

GOSS URBANITE 4-unit central offset plant with Comptographics—owned weeklies and 50 runs each week needs pressman and night or day production manager with heavy experience in 24-hour 7-day operation. Top salary and benefits and smog-free California coast suburban area. Top educational facilities. Settled, family type essential preferably 35 to 50. Open shop 50 years. Box 1804, Editor & Publisher.

PRODUCTION SUPERVISOR wanted by New York City publisher of weekly papers, shoppers and circulars. Must have ability to schedule and train new personnel. Reply to: Burns, Publisher, Wisloms Child, 2770 Broadway, New York, N.Y. 10025.

EDITOR & PUBLISHER Classified Ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher Classified to work for you.

HELP WANTED

PROMOTION

America's newest newspaper and publishing organization requires a

PROMOTION MANAGER

Here is a rare and rewarding opportunity to help launch and promote a new national weekly newspaper, the National Star. The successful applicant will join the U.S. company of a highly successful worldwide organization which owns and publishes over 150 newspapers and magazines—35 million copies every week with a 44 million readership on two continents—and which also has interests in television, radio, books and papermaking.

We want an energetic and creative professional to head up a compact promotional team headquartered in New York. The successful applicant will be experienced in all the promotional techniques: budget planning; ad agency liaison; TV, radio and print production; contests and competitions; public relations; premium offers; advertising and circulation promotion.

This is a demanding and important position with a salary designed to attract the best applicant we can find.

All applications will be received and considered in STRICT CONFIDENCE. Applications should include full details of experience and achievements and should be addressed to: Graham King, World News Corporation, Room 3006, 220 East 42nd Street, New York, N.Y. 10017, by the end of November.

World News Corporation

PUBLIC RELATIONS

MONTHLY MARITIME school publication southern Maryland. Heavy news feature writing, some PR. Permanent relocation. Box 1721, Editor & Publisher.

ADMINISTRATIVE

SEEK FINAL CAREER STOP in editorial management spot. Solid 24-year, diverse background. Box 1684, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

BUSINESS BUILDER, thirties, wants top administrative or advertising job on small daily or weekly. Good graphic arts background. Prefer Ohio or Kentucky but will consider other nearby areas. Box 1796, Editor & Publisher.

BUSINESS MANAGER/Ad Director—Enthusiastic 29-year-old seeks long term relationship with daily or weekly group. Qualifications include successful general management experience on 20,000 weekly, good sales record on retail staff of large metropolitan daily. Masters degree in commerce. Box 1830, Editor & Publisher.

E&P Classifieds—As effective in the newspaper community as your newspapers classifieds are in your community!

HELP WANTED

PUBLIC RELATIONS

DIRECTOR OF COMMUNICATIONS, large Ohio university. Supervise internal, external communications. 5 years experience press, electronic media required. Salary negotiable. Affirmative Action. Equal Opportunity Employer. Send resume to Box 1733, Editor & Publisher.

ASSISTANT WRITER

WYETH LABORATORIES, Radnor, Pa. has an opening in its Employee Communications Department for an Assistant Writer with at least 3 years of solid newspaper experience or employee communications experience in an industrial setting. WYETH is a multi-location enterprise engaged in the development and manufacture of prescription pharmaceutical products.

One of our objectives is to develop closer communication links with our people. We want to tell them more about the company and where we're going, but we also want to tell them more about each other. To satisfy this and other objectives, the successful applicant must be able to work effectively with management and employees at all locations, to help our communications to be pertinent, timely, and creative. Several of our own people are also under active consideration.

Wyeth's world headquarters is situated about 15 miles outside Center City Philadelphia in a pleasant suburban setting. We offer congenial associates to work with and excellent employee benefits. Forward a resume with salary requirements to:

MISS ANN MCGOWAN

WYETH LABORATORIES, INC.

P.O. Box 8299
Philadelphia, Pa. 19101

An Equal Opportunity Employer

Positions Wanted...

ADMINISTRATIVE

SEEK FINAL CAREER STOP in editorial management spot. Solid 24-year, diverse background. Box 1684, Editor & Publisher.

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E&P Classifieds—As effective in the newspaper community as your newspapers classifieds are in your community!

CIRCULATION

CIRCULATOR (presently Assistant Director) ready for career move. Have youth, courage and imagination. Can present strong credentials. Prefer pleasant climate but can become snowbound for right package. Box 1764, Editor & Publisher.

33-YEAR-OLD Circulation Manager, 12 years experience, 4 years as Circulation Manager in highly competitive market. Experience on M.E.S. and all phases in the circulation field. Will relocate. Resume and references on request. Box 1795, Editor & Publisher, or (203) 677-9669.

A STANDOUT at age 27? Yes; but I am not an overnight hero-type circulator. But rather I am a circulator who believes in circulation growing from a solid foundation. A foundation for continued growth, built on district manager training, good carrier promotion, carrier training and retention, customer service and better office systems. Don't let age mislead you. Over 6 years experience on 2 large daily and Sunday metros, competitive and non-competitive situations. Now city circulation manager on big Northeast metro. Married, 2 children, consider all locations. Box 1809, Editor & Publisher.

DISPLAY ADVERTISING

MANAGER, large weekly, experienced in highly competitive area, desires opportunity with college or university paper. Sales, layout and design. Available January 1. Box 1794, Editor & Publisher.

ORKING AD DIRECTOR, non-metro, 30, BJ Missouri, \$250. Area 3, 6, 8. Box 1031, Editor & Publisher.

MANAGER, 21 years experience top papers. Now ad director large city chain with two million dollar ad. Skilled in copy, layout, art, design, promotion and training. Area 9, but all considered. Box 1762, Editor & Publisher.

EDITORIAL

ETTING MARRIED, reporter, Pennsylvania located, 19 years experience, principal, police, features, some desk. Journalism; will go anywhere, seeking more income. References. Box 55, Editor & Publisher.

AGAZINE OR METRO NEWSPAPER situation wanted by reporter after near-seven years on Pulitzer prize-winning daily. Experienced in all beats. MA in literary science in December. Resume, pls on request. Willing to relocate. X 1775, Editor & Publisher.

GRESSIVE INVESTIGATIVE reporter, 26, now news editor of 55,000 circulation business weekly magazine, seeks reporting spot on major publication. X 1772, Editor & Publisher.

ATE AND NATIONAL award-winning editor, 30, looking for new challenges and chance to build another career. Know all phases of newsroom operation—organization, layout, the strong credentials. Box 1687, Editor & Publisher.

PORTER, 29, 2 1/2 years experience general news, sports and layout, has similar position or copydesk work in small or medium daily in Zone 7. Box 1773, Editor & Publisher.

ADE PUBLICATION writer/editor, years experience, seeks permanent position on metro or medium sized weekly in Zones 8-9. Can handle all strong production/editing, reliable copy. Box 1742, Editor & Publisher.

RTS WRITER—Young newsman, working at 70,000 circulation Area 2 by with flair for imaginative and creative writing wants sports chance. Extensive sports experience before present job. Any Area. Box 1743, Editor & Publisher.

GAZINE EDITOR and award-winning photographer seeks to relocate. BA in Journalism. Now with 250,000 circulation 4-color publication. Write, all layout and production work. Credits include National Geographic. Box 1765, Editor & Publisher.

Y DESK/EDITOR—26 years experience. Age 53. Prefer AM. Box 1767, Editor & Publisher.

PORTER, recent J-Grad with 8 years experience on small daily, seeks with position in city, feature editing. Any Zone. References, clips on request. Box 1750, Editor & Publisher.

JRNALIST with professional editing writing experience and Journalism degree from Syracuse seeks editorial in New York City area. Please call 541-5690 evenings.

LY NEWSPAPER PUBLISHER, seeks managing editorship daily paper 50M or larger. 18 years experience, editor top metro market. Experienced all phases. Box 1749, Editor & Publisher.

ITER-PHOTOGRAPHER with MA sports wheels for 18 months with 1, but limited daily. Anxiety to move to magazine or 70,000+ newspaper. Prefer Zone 2, if not, 1, 3 or 5. 1692, Editor & Publisher.

EDITORIAL

EXPERIENCED REPORTER, 28, seeks position as political or general assignment reporter on a medium or large newspaper. BS in Journalism. Over 5 years experience, including coverage of 4 sessions of the Kentucky legislature. Male, single. Prefer Florida, Zones 1, 2, 5. Box 1778, Editor & Publisher.

SPORTS EDITOR, 30 years on major dailies, tired of big city rat race, automated journalism. Writer, editor, makeup, production. Seek management spot on small, medium sized daily where people still come first. Box 1719, Editor & Publisher.

NEWSWOMAN, 5 years experience as reporter, 1 year as wire editor, some photography and copy editing, desires position as woman's page editor, medium daily. Box 1740, Editor & Publisher.

EDITORIAL OR PUBLICITY—Writing experience, 72 grad seeks position on magazine, newspaper or in book publishing New York metropolitan area. Box 1564, Editor & Publisher.

SPORTSWRITER — Recent J-School graduate. Sports editor of major college daily. Will relocate anywhere. Write Box 1698, Editor & Publisher.

CREATIVE '73 Notre Dame University English grad seeks challenging work in Journalism. Ambitious, hard-working. Any Zone. Resume, writing samples on request. Box 1784, Editor & Publisher.

SEASONED CITY, wire editor seeks responsible news slot, small to medium daily, 40's, top background, can direct or do most of it. Box 1783, Editor & Publisher.

COUPLE, mid-30s, with J graduate degrees, strong editorial-advertising experience and excellent references desire community newspaper situation with option to purchase eventually. Box 1761, Editor & Publisher.

WRITER, 25, female, seeks magazine or newspaper job N.Y. area. Freelance regularly for New York Times; have written for Los Angeles Times, Newsweek. Box 1759, Editor & Publisher.

FOR HIRE

Sports reporter, 11-year veteran. Metro background. First class deskman, but prefer a beat. 8608 Holloway Dr., Apt. 116, Los Angeles, Calif. 90069.

PHOTOJOURNALIST — Can handle camera, features, layout, reporting, rewrite. Journalism degree, 18 years experience. Box 284, Lynn, Mass. 01903. (617) 289-6180.

YOUNG MAN with magazine, wire service and newspaper background seeks management position with small-medium daily. Relocate anywhere for right offer. Box 1829, Editor & Publisher.

SPORTSWRITER—Hard-working, talented, imaginative pro, with layout and editing experience. Recently divorced, wish to relocate, prefer Southwest or Midwest. Box 1828, Editor & Publisher.

BOGGED DOWN by youthquake, seasoned editorial writer-columnist seeks challenging, rewarding job with exciting future. Prize winner; bilingual (German). Box 1823, Editor & Publisher.

EDITOR, REPORTER, 15 years wants desk job, or reporting job that leads to desk. Zone 2. Wide experience. Looking for newspaper home, future. Box 1827, Editor & Publisher.

YOUNG MARRIED NEWSMAN with 5 years daily and weekly experience seeks challenging position with large city daily. Any Zone. T. Bruce Tober, (609) 461-0879. 59-F Millside Manor, Delran, N.J. 08075.

EXPERIENCED WIRE EDITOR and editorial writer for 9 years on large daily, reporter, some sports, political, local government experience, married, seeks position on daily, preferably AM. Zones 1, 2, 5. Box 1816, Editor & Publisher.

EDITORIAL

GO-GETTER—Seasoned reporter, suburban editor, community minded—seek job with challenge East Coast area. Box 1824, Editor & Publisher.

J-GRAD, 27, seeks reporting spot, any beat or Zone. Michigan State, high honors. Box 1802, Editor & Publisher.

WHEN YOU'RE HOT, you're hot... and cold type is a foreign language. Newsroom veteran (30 years of photo, beats, desk, rim and makeup on 5 papers) is looking for a new connection where they still do it the old way. Box 1797, Editor & Publisher.

SPORTSWRITER OR COPY DESK man, 26, 5 years experience. BA degree. Have covered many sports and written column for highly-regarded organization. Excellent references. Resume and clips available. Any Zone. Box 1821, Editor & Publisher.

EXPERIENCED NEWSMAN, desires job as managing editor of small daily. Reasonable salary requirements. Hard worker, good references. Box 1807, Editor & Publisher.

SCIENCE WRITER

Medical writer for large Eastern university wants to relocate in Western mountain area, Zone 7, 8. BA Journalism. 4 years with AP covering politics, general assignment. Prefer environmental, science or medical writing but will consider any challenging position. Excellent references. Box 1812, Editor & Publisher.

REPORTER, 28, seeks news or sports spot. 1 1/2 years experience, MA Journalism, BA Political Science. College political editor. Michael Horowitz, 575 West End Ave., New York, N.Y. 10024. (212) 877-1162.

MANAGING EDITOR with background of company promotions. Family, J-grad, under 35. Current advancement future and salary structure now make change necessary to allow career expansion. Box 1789, Editor & Publisher.

A REAL PRO—Experienced newsman with stints as reporter, copy editor and assistant managing editor would like a position involving primarily writing, but also enjoys rim work. Good references. Box 1790, Editor & Publisher.

YOUNG EDITORIAL WRITER with solid reporting skills looking for daily near university. Hard working, shirt sleeve reporter. Clear thinking, concise writing. New England, North or West. Clips. Box 1791, Editor & Publisher.

SPORTSWRITER, 25, 3 years experience, prep, college, pro beats, hot, cold makeup, needs change. Require \$170 week. Prefer +\$50,000 PM Zones 1, 5, 4. Box 1691, Editor & Publisher.

EDITORIAL

SPORTS-ORIENTED writer seeks work with print media or sports organization. Missouri BJ '72. Resume and samples furnished. Box 1803, Editor & Publisher.

GENERAL ASSIGNMENT Sunday reporter seeks daily beat or sports job. Sharp on layout. Box 1815, Editor & Publisher.

FREELANCE

ITALY AND VATICAN coverage offered—regular, occasional—by bilingual American in Rome 3 1/2 years. MA Philosophy, experienced translator. Special interest political and social analysis. S. M. Schneebaum, Via Arentina 3, 00153, Rome, Italy.

PHOTOGRAPHY

YOUNG PHOTOGRAPHER seeks position with future. Some newspaper experience, clean, ambitious, hardworking and reliable. All Zones considered. Box 1766, Editor & Publisher.

2 BS DEGREE PHOTOGRAPHERS, 6 1/2 years at 20,000 daily, to relocate Zones 1, 2, 7, 8, 9. Want to be photo staff of weekly or small daily. Have all darkroom/camera gear needed. Portfolio/resume available. Box 1752, Editor & Publisher.

CREATIVE Chief Photographer with progressive ideas. Top award-winner. Best references. NPFA member. Executive experience. Prefer Zone 9. Box 1814, Editor & Publisher.

PRODUCTION

FOTOTRONIC TXT, 1200 technician, 33. Schooled in electronics and programming. 10 years printing experience. Box 1774, Editor & Publisher.

DESIRE POSITION in camera and pressroom on small daily in Zones 8 or 9, 15 years experience. References. Must relocate for child's health. Milton Knight, 3427 Williams Blvd., Kenner, La. 70062. (504) 729-7154.

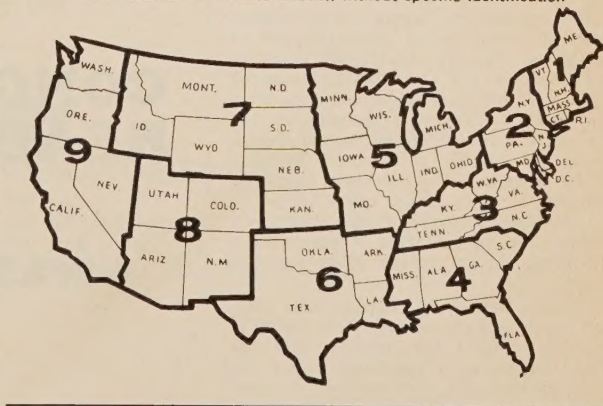
MANAGER—Twenties. Supervised job and newspaper shops. College grad. Know Photon, CompuGraphic, PDP-8, CSI software, makeup, camera. Zone 1 or 2. Hard working professional. Box 1806, Editor & Publisher.

PUBLIC RELATIONS

SPORTS INFORMATION—Present executive sports editor seeks return to sports information field. Has 5 years sports writing plus 2 1/2 years as Sports Information Director. 29 years old, married, responsible, hard worker. Box 1734, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Robert U. Brown

The public's stake in newspapers

"The public—and only the public—offers us an avenue toward solution of the most difficult problems confronting the newspaper publishing business today. The public is our strongest ally when we are confronted with attacks on our basic liberties by any branch of government—legislative, executive or the courts—at any level—federal, state or local. The same thing is true if our problems stem from big business, labor unions or any other cause. With public support, we are saved; without it, we are doomed."

Those are the words of Stanford Smith, president of the American Newspaper Publishers Association, speaking recently before the Missouri Press Association.

They are right up our alley. We couldn't agree more.

In a recent presidential acceptance speech before the Inter American Press Association in Boston, we said:

"Freedom can be lost through neglect and default. We must never forget that the right to freedom of expression—the right to a free press—is a right that belongs to the people and not just to the man who happens to own a printing press.

"Unfortunately, it is a right not clearly understood by all the peoples of our various countries. If people do not believe in their own right to freedom of information, then an editor who is threatened by government will have no allies."

Stanford Smith suggested "that we must take the public into our confidence more. We must tell the public about our problems of newsprint shortages, rising postal rates, restrictions on advertising and the like. We must tell the public also about the accomplishments of newspapers generally and each newspaper individually. . . .

"The function of newspapers in our system of government is perhaps the least understood of all our democratic processes. It is not only the least understood by the general public but by many of our leaders in government and business. Ironically, this is true almost 200 years after our Constitution delineated the rights of free speech and free press.

"An outstanding example is the recent wave of subpoenas of reporters and of publishers' files. For nearly 200 years we had assumed the Constitution protected the press from such subpoenas because of the potential danger of harassment and the inherent danger of making the press a virtual arm of the government. Freedom of the press is *not* in imminent danger of being taken away, but it could happen in the long-range future if the public ever decided that it preferred a government-controlled press rather than a free press.

"In the Branzburg, Pappas and Caldwell cases in June of last year, the U.S. Supreme Court's 5-4 decision said the press had no such privileges under the Constitution and that it was for the Con-

gress to decide the issues. That's where the matter rests now. ANPA favors legislation to guarantee the strongest possible protection from subpoena in both Federal and state proceedings. We have taken a leadership role in working with other media organizations in recommending to and assisting Congressional committees in an effort to frame the strongest legislation possible. If strong protective legislation turns out to be impossible, we are confident that Congress will not pass any bill. It is a complex matter for which there is no simple solution. The issue is far from being resolved in the Congress—but whatever the outcome, the public airing of the issue will have contributed to greater understanding of freedom of the press by the public, the three branches of government, and by the media itself. I ask each of you whether you have explained to your readers why this issue is important to them.

"What is generally not understood is that the rights guaranteed by the First Amendment are not a privilege of the press alone. The First Amendment was written not only—and not even primarily for the benefit of the press. It was written primarily for the benefit and protection of the people. The First Amendment did not stem from publisher lobbying. It was adopted because the free press was regarded as the representative of the public as a whole. This is the crux of the whole matter we are talking about and this is what the public—your readers—must know and understand. How long has it been since you explained this to your readers?

"The role of newspapers today is the same as it was in the time of the founding fathers—to provide the people with information they need in order to form a sound public opinion on the issues of the day and to become as knowledgeable as citizens of a self-governing society must be if that society is to survive and flourish. . . .

"In the near future ANPA will publish the results of a research project of our News Research Center which surveyed the many methods newspapers are using to make themselves accountable by consulting their readers and news sources in a systematic way. The project was conducted by Professor Keith Sanders of the University of Missouri School of Journalism. Using a scientific sample of newspapers of all sizes in all geographic areas, he found that most daily newspapers have some system of accountability. Many ingenious ideas were discovered. We believe the findings will be useful to other newspapers which are considering some kind of system. I suggest that anything which tells the reader the newspaper is interested in accuracy is good business. I suggest that it is even better when the newspaper systematically explains to the readers what it is doing to insure accuracy."

A final note to top off Mr. Smith's comment about accuracy. We who survive in a free atmosphere must remember we are the stewards of a precious heritage. If we do not practice that stewardship in an honorable and professional way, we jeopardize our own survival. The loss of confidence of the people—the alienation of readers and advertisers by shoddy, improper, inaccurate, unprofessional journalistic practices—can be as devastating to the press as a dictator's decree.

IPI plans seminars

The American Committee of the International Press Institute will sponsor two international seminars early in 1974. The first will be in Brussels on U.S.-European Economic Community problems and NATO, Jan. 21-23. Fifteen American journalists and 15 European journalists will meet with leaders of EEC and NATO.

A second meeting co-sponsored with the Canadian IPI Committee will take place in Toronto Feb. 20 to 23. It will center on U.S.-Canadian economic and political problems.

Journalists interested in attending should contact William Block, Chairman of the IPI American Committee, c/o Pittsburgh (Pa.) Post-Gazette.

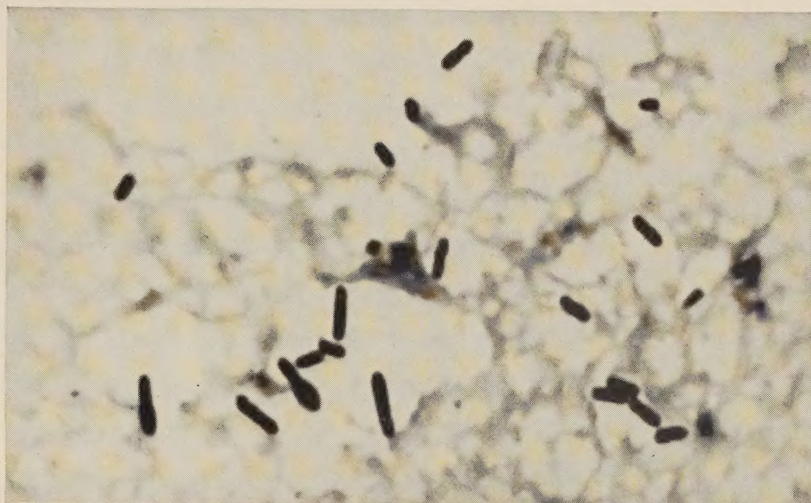
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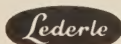


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57

GROCERY AND DRUG REPORT

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Memphis Consumer Panel Study

The 57th semi-annual Memphis Consumer Panel Study is the latest in the continuous research program covering grocery and drug product sales in Memphis. Compiled from monthly reports from 300 representative Memphis families on purchases in 49 grocery and eight drug product classifications, it has served as a sensitive barometer of buying habits and preferences in Memphis since 1944.

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